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DAHLIAS

THE MONARCHS OF THE FLOWER WORLD

1937

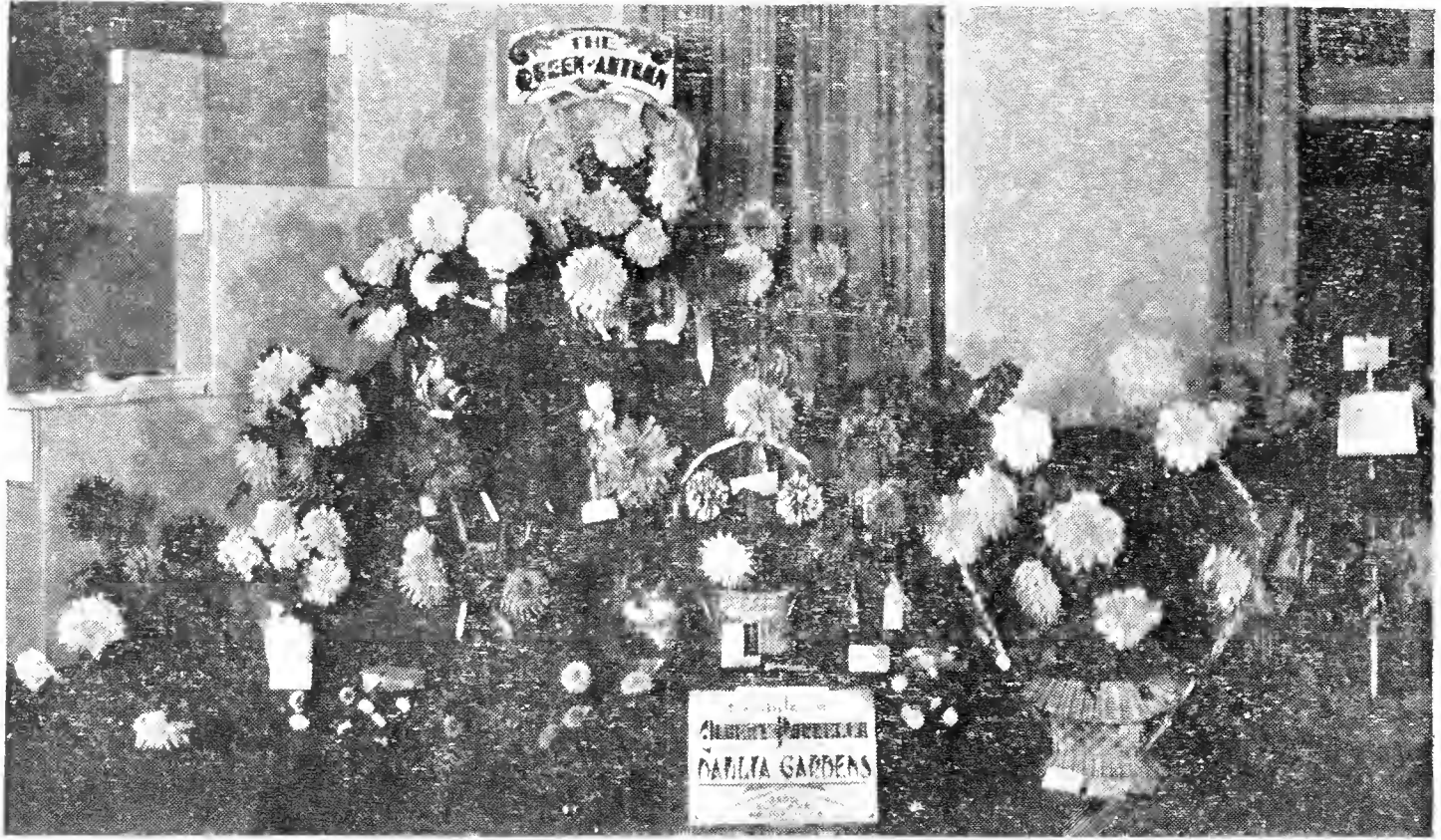


MRS. JAMES ROOSEVELT
Description on page 4

ALBERT PARRELLA
DAHLIA GARDENS

3380 ELY AVENUE, Cor. 222nd St., BRONX, N. Y.

Phone EStabrook 8-3490



Our FIRST PRIZE Winning Display at Rockefeller Center, of the AMERICAN DAHLIA SOCIETY SHOW. (Note)—This photo was taken at 6 P.M. the last day of the Dahlia Show. Our blooms were still in fine shape.

AN ORCHID TO THE DAHLIA

Whether grown for profit, pleasure or pastime,
 You will find the dahlia always sublime.
 To toil all summer it is a pleasure to me,
 Just to see those blossoms come out on a spree.
 With every color, shade, tint and hue,
 That is in a rainbow I think except blue.
 Of all the many flowers the dahlia appeals to me,
 Although there are a million others as pretty as can be.
 The only fault I find with them the nose it cannot see,
 Or the honey suckle vine would be just another tree.
 When other flowers have bloomed and the stalks have gone to rest,
 The faithful old dahlia is looking its best.
 It blooms and blooms till Jack Frost comes and winter is here,
 Then leaves its roots beneath the soil to come another year.
 Specimens come from every country that are beautiful, I must say,
 But none I've seen can beat the ones grown in old U. S. A.
 At writing poetry I admit I'm exceedingly poor,
 But order from this Catalogue, I can please you, I'm sure.

Parrella's Dahlias have proven to be best by test.

To My Friends . . . Greetings:

It is with pleasure that I present you with this, my Dahlia Catalog for 1937. Your generous and kind support is thoroughly appreciated and inspires me to continued effort to make available to you only the best.

This catalog would not be complete if I were not to take advantage of the opportunity to thank you for your many letters telling of various successes obtained from stock purchased from me. I am grateful to those who have been able to visit my gardens as well as those who have inspected my exhibits at the American Dahlia Society Shows, and many other shows we attend, because I feel my dahlias speak best for themselves.

To those who are familiar with my stock, no introduction is necessary and you have my pledge that the same quality will not only continue but improve if such is possible. To those who have not tried my service this is an invitation, an invitation that may prove a real opportunity for you to realize something you may not have been able to obtain elsewhere and no order is too small nor is any contract too large, I am pleased to serve you.

ALBERT PARRELLA.

IMPORTANT NOTICE — DO NOT OVERLOOK

Due to the limited space we are compelled to be brief with our descriptions. However, we want our patrons to know that the varieties listed in this Catalog are either Honor Roll, Certificate Winners, or has proven with us to be truly outstanding. Not only that, but the varieties offered are reliable in every respect, good growers, fine producers, insect resisting foliage and most of them are of large size blooms, and true prize winners. If you are interested in large size dahlias, you surely are not going wrong by ordering from us. This may be of interest to you to know that we do not force our dahlias for size, but we are gratified to know that our customers secure the lion's share of prizes at the Show. Perhaps you have had the opportunity of seeing some of our fine dahlias performing either at our gardens or at the Botanical Garden, Georgia Experimental Station, Ewing Public Schools of Kentucky, Cottage Grove Dahlia Gardens of Seattle, Washington, Rev. Moyer of Parkersburg, West Virginia, Blamer Dahlia Gardens, of Wellston, Ohio, East Lansing Trial Grounds, and hundreds of other gardens. If you have seen them, no introduction is necessary; on the contrary, if you hadn't the pleasure of seeing them, we advise you to enlist now with the PARRELLA DAHLIA GARDENS, and secure some of our fine stock so that you may secure your share of prizes at the next Fall Show.

**DIRECTIONS FOR REACHING
PARRELLA DAHLIA GARDENS**

New York City, Brooklyn and Long Island customers can easily reach my place by taking Lexington Avenue (White Plains) Subway to 180th Street Station (Morris Park Avenue), where station connects directly with N. Y. Westchester & Boston R. R. train to BAYCHESTER station LOCAL train.

An iron bound Guarantee with every tuber.

OUR NEW INTRODUCTIONS FOR 1937

MRS. JAMES ROOSEVELT S. C. to I. D. (Parrella-Hulin)—An even grenadine red with streaked yellow reverse, which gives a predominant orange-red effect with yellow tints and lightings. Petals slightly twisting, curling and slightly crinkled. Immense size blooms, 11 inches or more without forcing, with great depth. A very beautiful dahlia in color and form. Something different. Height of plant, 5 feet. This dahlia was named in HONOR of our President's Mother. MRS. JAMES ROOSEVELT received an Award of Honor at the Georgia Experimental Station with the following comment: "So forceful in attention getting value that it approaches the spectacular." (Note)—This dahlia is on Mr. Barron's Honor Roll in the FLOWER GROWER, Mr. Johnston's Futurity in HOUSE BEAUTIFUL, and Mr. Eldredge's Review in the MID-WEST DAHLIA NEWS. Stock limited. **Roots \$10.00 Net Plants \$5.00 Net**

VIN WELL PRINCESS F. D. (Blamer - Parrella) A large deep full flower held



on cane-like stems above a healthy rugged bush. The color is unusual as near as we can see it without the aid of technical charts. Color is a lilac pink, overcast with a transparent sky blue sheen. A very beautiful dahlia that will lend pep to the Autumn shades. An early and prolific bloomer, fine lasting qualities. Blooms are of large size and keep well after it is cut. For a quantity of blooms, it is hard to beat. This dahlia has made a wonderful showing at our Gardens as well as at the New York Botanical Garden. Height of plant, 6 feet. Vin Well Princess is on Mr. Barron's Honor Roll in the FLOWER GROWER. Vin Well Princess was awarded two Blue Ribbons as a seedling.

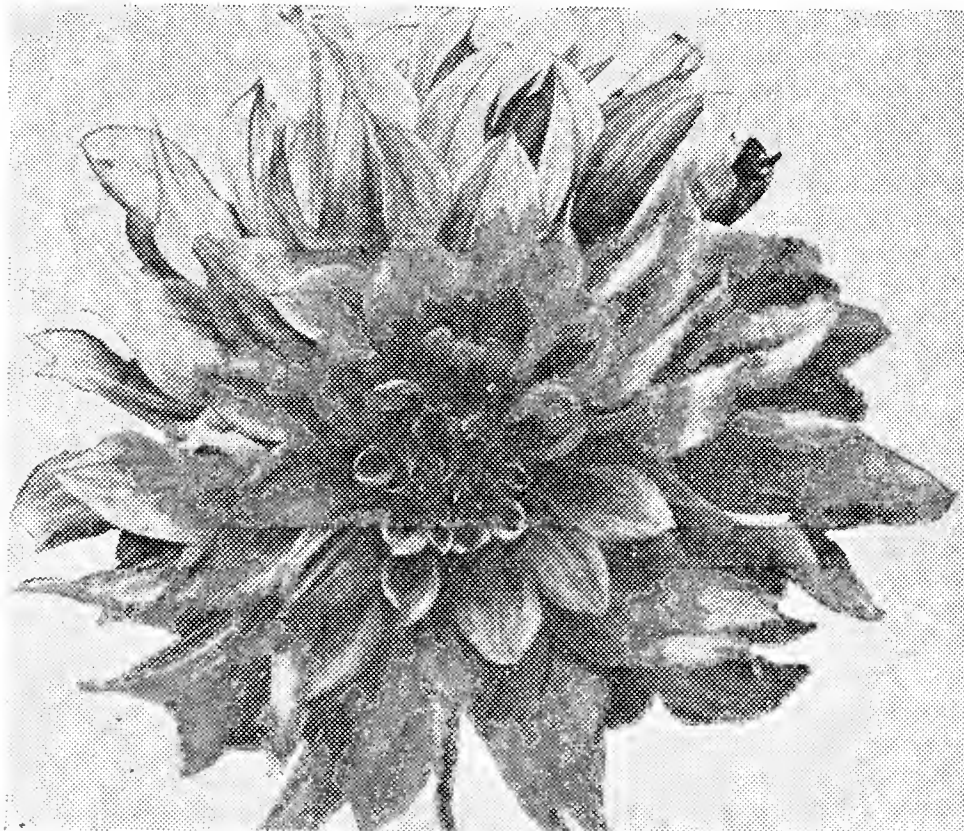
Roots \$10.00 Plants \$5.00

VIN WELL PRINCESS

We would appreciate very much if you print or write your name and address PLAINLY, in order to avoid confusion.

Some dahlias are wonderful, others are divine, if you want to grow the monarchs, just try some of mine.

INCANDESCENT I. D. (Weyers-Parrella) — Color, rich rosy buff suffused



INCANDESCENT

East Lansing Trial Ground, under Seedling No. 100. It is also on Mr. Barron's Honor Roll in the FLOWER GROWER. Root \$10.00 Plants \$5.00

yellow light old rose. Center, rich old rose, paling to light buff on outside of petals. High centered well formed flowers. Size of bloom from 10 to 13 inches in diameter. Blooms in great profusion. The huge blooms are held facing sideways on cane-like stems, well above the foliage. The plant is an open grower with insect resisting foliage. Incandescent is a Seedling of Jane Cowl, only larger in size and more beautiful in color and formation. Height of plant, 6 feet. We do not hesitate to say that a plant of Incandescent at the New York Botanical Garden under Seedling No. 1, Canada, was one of the most outstanding. Incidentally, this dahlia scored 85 at the

M. COL (F. D.)—A medium size dahlia. A beautiful tri-color flower. Yellow at the center shading to orange with silvery white tips. A fine grower and producer. Size of blooms, 5 to 6 inches in diameter. The blooms are erect on cane-like stems, facing sideways. Size of plant averages from 3½ to 4 feet in height with insect resisting foliage. We believe this dahlia will make a wonderful commercial variety, as the blooms have a fine lasting quality after it's cut. M. Col was not only admired at our Gardens, but also at the New York Botanical Garden, and the different Shows we attended. A European variety that made good.

Roots \$2.00 Plants \$1.00

DARCY SAINSBURY (F. D.)—One of the finest whites we ever grew. This dahlia came to us from AUSTRALIA. This is a champion, without exaggerating. The immense blooms are erect on cane-like stems, facing sideways.

Plants only \$5.00

POLICHINELLE S. C. (Pezan)—A very dainty French novelty that will make a host of friends when it is seen in bloom. Color, a soft mauve pink with a creamy white center, with a radiating effect. The blooms average 7 to 8 inches and are borne facing sideways on long firm wiry stems well out and above the foliage, and in the greatest of profusion from very early until very late in the season. A flower of elegant color, appearance and formation that will last a long time in water, making it ideal for all purposes. Height, 5 feet. Winner of first class certificate from the French Dahlia Society.

Plants only \$5.00 net

Our customers know the Parrella Treatment. "A surprise in every package."

MISS OAKLAND F. D.
(Oakleigh-Lakeside)—Grow this pure white, formal decorative dahlia next year. Thrill to the joy of **A NEW CHAMPION.** Grown and tested during the past 4 years by scores of reputable amateur and commercial growers from coast to coast. Under all climatic conditions it has been unusually successful, both in the garden and on the exhibition table. A prolific bloomer. Perfectly formed flowers 7-9 inches in diameter by disbudding, or 5-7 inches if grown naturally. Stems, 12-30 inches long, holding the blooms in an erect facing position. Unexcelled for cut flower or exhibition, with full-centered blooms, always. Plant growth, healthy, vigorous, insect-resisting foliage.



MISS OAKLAND

MISS OAKLAND—Another introduction from Oakleigh-Lakeside Gardens. We have grown this dahlia at our Gardens this past season and we find Miss Oakland to be an outstanding dahlia in every respect. Miss Oakland received Certificate of Merit at East Lansing in 1935, Certificate of Merit at Storr's in 1936, Word of Honor from the Georgia Experimental Station in 1936, and was very much admired at the New York Botanical Garden. Miss Oakland is also on Mr. Barron's Honor Roll in the **FLOWER GROWER Magazine.** Mr. Johnston's review in **HOUSE BEAUTIFUL**, and Mr. Eldredge's review in the **MID-WEST Dahlia News.** This dahlia deserves a trial for anyone who loves beauty. **Roots \$10.00 Net Plants \$5.00 Net**

GOLDEN BEAUTY I. D. (Silvernale-Oakleigh)—We are using the description given by Mr. I. W. Johnston in the "House Beautiful" Magazine. We believe this description fits to a "T" to this marvelous dahlia. Is an informal decorative, just naturally big. Blooms from twelve to fourteen inches off the same plant. Seven feet tall and with facing flowers of a lovely rich golden shade. One of the finest centers I have ever seen on a dahlia, which means it will stand lots of pushing. Incidentally, a seedling of Jane Cowl-Bing Crosby. With all its size, a truly beautiful dahlia that will make all the giant informal decorative step. A certificate winner, and on three Honor Rolls. A real dahlia. **Plants only \$7.50**

Mr. Albert Parrella,
3380 Ely Avenue, Bronx, N. Y.
Dear Sir:

Frankfort, Ky., April 20th, 1936.

The dahlia roots under your order No. 2887 were received today. They have every characteristic of being first class stock, therefore, it is now up to me to continue to win blue ribbons at our local shows. Thanks a lot.

If you like to have your garden looking beautiful during the summer and fall,
you will have to give them some thought now.

VIN WELL ARGONANT F. D. (Blamer-Parrella)—In introducing this fine dahlia we are positive that no one will be disappointed. We are offering same at \$5.00 per root and \$2.50 per plant for the simple reason we have a large stock on hand, but we are sure that you will find Vin Well Argonant much better than some dahlias you have paid \$10.00 or more. Vin Well Argonant was tried out in different parts of the country this past season and performed very satisfactorily. In fact, Mr. White of Louisville, Kentucky, remarked, "Vin Well Argonant performed much better for him than the dahlia he paid \$15.00 per root." Mr. Kennedy of Nashville, Tenn., remarked, "It was injustice to put this fine dahlia out at \$5.00." But we believe in giving real value to our customers. We also believe in keeping up our reputation to a high standard, and you can be the judge. Color, Apricot shading to a yellow center well formed flowers of 9 inches in diameter or more; blooms are erect on cane-like stems. Plant is a strong vigorous grower and self branching with insect resisting foliage, a fine grower and very reliable. Height, 5 feet.

Roots \$5.00 Plants \$2.50

AMERICAN PURITY (J. Nuneviller)—Glistening white. True semi-cactus type with absolutely straight stems which are in proportion to the size of the huge blossoms and clean foliage. Having good substance, it can easily be carried to the show room in perfect condition. Winnings: Fall, 1936, at Philadelphia, best S. C. seedling. At Baltimore, largest S. C. and largest flower in the show. At Chicago International Horticultural Exposition, best S. C. seedling, and the American Home Achievement Medal for the most meritorious new seedling. At the Central States Dahlia Society show, best S. C. grown under cloth. An Honor Roll Dahlia.

Roots \$15.00 Plants \$7.50

ROBERT L. RIPLEY I. D. (Salem)—Rhodamine purple with rose suffusions throughout the entire bloom. This dahlia is of immense size on a strong stem. Has been grown 16 x 12 inches. Many first prizes at both National Shows, Chicago and other exhibitions. Created a sensation wherever shown. Will develop a full flower from a cut bud not even showing color. "Believe It Or Not."

Plants only \$10.00

FIREBALL (Bissell)—Formal decorative. Color, a brilliant scarlet which does not burn or fade. The foliage is heavy and absolutely insect-resistant. Honor Roll and Certificate of Merit. Winner of three Blue Ribbons in formal decorative classes. Winner of the Charles H. Ruscher Memorial Cup at the National Show. Winner in basket arrangements of 25 blooms for artistic effect.

Plants only \$5.00

MAD RIVER CHIEF I. D. (Mad River Gardens)—This great dahlia has been described by many prominent dahlia growers as "the finest red they have ever seen." A very large, rich velvety carmine red, with a darker center. Perfect long stems, some of them 48 inches long, with all flowers facing or on top. When cut, this fine dahlia will actually grow in water, and it is one of our longest keepers; the only red we know of that is popular with women and men alike. Stock limited.

Plants \$7.50

DON WILSON I. D. (Jeffords-Parrella) — This giant dahlia received a certificate at the East Lansing Trial Ground under Seedling No. 32, with the following description: color, basic color colonial buff, tinted roselane purple to tyrian pink; reverse almost white. Flower habit, late. Date of first bloom, Sept. 20th. Substance, good. Stem 12-15 inches; thick, strong, flowers facing. Habit of growth, strong, erect branching. Health, good. Diameter of blooms, 8-10¼ inches; depth, 5¼-6 inches. Height of plant 5 feet, spread 4 feet. Planted June 18th. Note, we sent this dahlia to the Trial Ground the last minute, and that is one of the reasons, that this dahlia hadn't bloomed sooner. Don Wilson has been a real marvel with us. This is one dahlia that is a pleasure to grow, for size and beauty. Don Wilson was named in "honor" of the great radio announcer.



Roots \$10.00 Plants \$5.00

DON WILSON

DIRECTEUR PLUMECOCQ (I. D.)—Considered the biggest dahlia grown, being of tremendous size, and almost as deep as it is wide. A real sensation. Color, gold with a touch of deep brown red. Awarded 98 points at the French Trial Gardens where the rules are the same as in this country. The immense blooms are held perfectly erect on long rigid stems. Height, 5 feet. **Plants only \$7.50**

HEATHER SPENCER (S. C. to I. D.)—An immense bloom of lemon yellow on cane-like stem. A sturdy growing plant with fine branching habits. An early and prolific bloomer. **Plants only \$5.00**

THE WHIRLWIND I. D. (Dixie Dahlia Gardens)—Scored 84 at the East Lansing Trial Ground. This new dahlia is entirely different in its aristocratic formation. Combined with its beautiful colors of apricot-buff on the face and a strawberry reverse which shows as each petal twists completely around, with no tendency to become a cactus except at the tips where it shows its face color. A good keeper and excellent for basket work; long stems on five foot bush. Professor Wildon reports that he believed this dahlia would have obtained a Certificate if he had received earlier plants. **Plants only \$3.75**

Green, black and blue dahlias as yet don't exist. Any other color? Sure, you'll find it in my list.

SPECIAL NOTICE

1. NOTHING but tried and selected tubers is sent out.
2. I PRACTICE treating my customers as I would want others to treat me.
3. I SELL my stock at prices that are within reason.
4. I AM NOT trying to grow every dahlia grown, but I am trying to present to the general public most of the varieties that are easily grown and give you full satisfaction.

MY GUARANTEE

Finally, I fully guarantee my stock to be true to name and free from any slightest sign of disease. We will gladly replace any unsatisfactory stock if we are notified.

SHIPPING: We ship our dahlia roots from April 20th on. If an early shipment is desired, please specify the date with your order.

All orders are shipped prepaid by Parcel Post or Express with the exception of any order amounting to less than one dollar (\$1.00). Kindly add ten cents for postage.

SPECIAL OFFER

Our SPECIAL OFFER in the past years have met with such great popularity with our customers that we are continuing with same.

With any order amounting from \$5.00 to \$10.00, you may select any ONE of the following dahlia roots, free of charge:

SPOTLIGHT — ARELDA LLOYD — H.R.S.

With any order amounting from \$10.00 to \$20.00, you may select any ONE of the following dahlia roots:

HUNT'S VELVET WONDER — MISS LONG ISLAND — MOON-GLO
TOWER'S EMPIRE

With any order amounting to \$20.00 or more, a real surprise is in store for you.

With any order amounting to less than \$5.00, we usually include an extra root free.

These offers do not include our Special Combinations, Seeds or Trade Discounts.

A WORD ABOUT OUR DAHLIA PLANTS

We only offer plants of the most expensive varieties. You can secure plants at half the price of roots. Our plants are made from base-cuttings, and aren't over-propagated. We send out fine sturdy plants, well packed and GUARANTEED to reach you in perfect condition. If you take proper care of them you will not be disappointed. Our customers who have purchased plants from us in the past few years have been very well satisfied. Not only have our plants produced wonderful blooms for them, but also have secured good clumps. Plants will be shipped from May 1st on. If an early shipment is required, kindly advise.

These are some of the Foreign varieties that have performed very well for us. We do not hesitate to recommend them.

ATHLETH I. D. (Stredwick)—The giant blooms of this variety are of a pinkish buff, overcast with a golden sheen; the petals are long and wavy, to further enhance its beauty, and give the blooms great depth. They are held facing sideways on cane-like stems. The foliage is leathery, and the plant a very vigorous grower. Height, 4 feet. **Roots \$1.00**

DAKOUPILS GIANT F. D. (Dakoupilova)—This is one of the outstanding dahlias, not only on account of its pleasing color but its giant blooms. The blooms average about 10 inches and over with very little disbudding. Color, an exquisite soft lilac rose. They are held facing sideways on strong stems. Height, 5 to 6 feet. **Roots \$1.00**

DAKOUPILS TRIUMPH (I. D.)—A giant flower on cane-like stem. Color, light straw, with a faint touch of rose at the center of the flower. Height, 5 feet. **Roots \$1.00**

EMIL DOUKOPIL (I. D.)—Another from the same source as above in a deep and very showy lavender. The large blooms are very deep and full produced on strong stems. The bush is very robust and covered with color the whole season. This is a real lavender you will like. Height, 5 feet. **Roots \$1.00**

DR. J. SCHEINER (S. C.)—A large formed flower resembling a huge chrysanthemum. Color, soft lilac overcast with a soft rose glow. Height, 5 feet. **Roots 75c**

***ENTRUPS MONARCH** Inf. Dec. (Entrup)—A brilliant cherry carmine, on a white ground, the colors blend in a most enhancing manner, the petals are long and broad, and twist gracefully near the tips, and flowers are held facing sideways on strong stems. Height, 5 feet. **Roots \$1.50**

***ENTRUPS SULTAN** (Inf. Dec.)—A very bright clear carmine red, the flowers are not only large, but are borne in great abundance and are held facing sideways on exceptionally long stems; strong vigorous plants. Height, about 4 feet. **Roots \$1.00**

FRANZ BERGER St. C. (Berger)—Another grand dahlia from Germany. Color is bright coral red. This dahlia will have many friends in the dahlia world. Height, 4 feet. **Roots \$1.50**

FROLICHE PFALZ (C.)—Brilliant purple with large white tips. A very fine Bi-Color, and medium size flower. Unusual in form and beauty. A great favorite everywhere. Height, 4 feet. **Roots 75c**

GOLDEN AGE St. Cac. (Carlee)—Color, a golden orange, shading deeper towards the center, the outer petals having a tendency to incurve slightly. They are held facing sideways on exceptionally long, stiff stems. The plant is a strong, rugged grower, of self-branching habit, and exceptionally good dahlia when cut. Height, 4 feet. **Plants only \$1.00**

The Dahlia is the Queen of Autumn.

- GRETEL** St. Cac. (Bauer)—Here is a dahlia that should be in every garden, if for nothing else for its outstanding color, which I would describe as a brilliant orange red, and very beautiful not only in color, but also in formation. Height, 4 feet. **Roots \$1.50**
- LEMONIA** Semi-Cac. (Bruidegom)—A brilliant clear lemon yellow that is very striking in effect, and can be seen clear across the field; the flowers are massive in size and of great depth, the blooms are held facing sideways on long stems. Height, 5 feet. **Roots \$2.00**
- MAJOR C. C. MESSERVEY** I. D. (Stredwick)—Largest yellow giant grown. An Honor Roll dahlia of great merit. Height, 4½ feet. **Roots \$2.50 Plants \$1.25**
- NAGEL'S MASTERPIECE** (I. D.)—A very fine yellow dahlia of European importation. Large flower, fine stem and a lovely formed bush of a medium sized height. Height, 4½ feet. **Roots 50c**
- ORANGE LADY** (I. D.)—Orange and peach red. Very unusual in color and form, and admired by the visitors at our Gardens. Height, 4 feet. **Roots \$1.25**
- PAUL PFITZER** (S. C.)—Color, delicate pink. An unusual flower much admired in my garden and at the New York Botanical Garden. Strong grower, good in every detail. An Honor Roll dahlia. Height, 4 feet. **Roots 75c**
- PINK SPIRAL** Inc. Cac. (Bruidegom)—A Holland novelty with a formation that is different from other dahlias, and very pleasing to the eye. Color, a peach blossom pink, with a touch of primrose at the center and base of flower. The blooms which average about seven inches and are of good depth are held at a forty-five degree angle. Height, 4 feet. **Plants \$1.00**
- PRACHTKERL** (Semi-Cac.)—Color, Empire yellow, with long, broad petals that curl and twist in a most enhancing manner to give the huge blooms great depth. They are held facing sideways, high and well above the heavy insect-resistant foliage, on long stems. Height, 4 feet. **Plants only \$1.50**
- REICHARDT'S MASTERPIECE** Semi-Cac. (Reichardts)—This is undoubtedly the most beautiful dahlia ever introduced. Color, canary yellow at base, gradually shading to a clear amethyst towards the tips of petals. The tips of this variety are the nearest I have ever seen to a real blue in any dahlia. The blooms average 7 inches and are held facing sideways on long, erect stems. Height, 4½ feet. **Roots \$2.50 Plants \$1.25**
- SACRED FIRE** I. D. (Berger)—Color a glowing cherry red with a scarlet sheen. The blooms average about 7 inches and are held facing sideways on good, long stems, and borne in great profusion. A strong growing bush. Height, 5 feet. **Roots \$1.50**
- SHIROKANE** St. C. (Japan)—A pure white dahlia of good size and fine branching habits. This dahlia won many prizes in Japan in the past few years. We believe that Shirokane will make a fine commercial variety. Height, 4½ feet. **Plants only \$1.00**
- YOUTHFUL PRIDE** St. C. (Berger)—Color, pale rose with gold center, unusual in color and formation, and very much admired at our Gardens. Height, 4 feet. **Roots 75c**
- WHITE ABUNDANCE** F. D. (Ballego)—Described by some critics as easily the best white for two years. Perfect stems and a prolific bloomer; hard to beat and one of the best. Height, 6 feet. **Roots \$3.00 Plants \$1.50**

GENERAL LIST OF VARIETIES

The varieties listed herein are positively the best stock that can be procured anywhere, at any price, as these tubers are not forced, or from over propagated stock, and are GUARANTEED to be true to name, healthy, and full of life, vim, and vitality.

KEY TO ABBREVIATIONS: F. D.—Formal Decorative; S. C.—Semi-Cactus;
I. D.—Informal Decorative; St. C.—Straight Cactus.

ADIRONDACK SUNSET I. D. (Cackener-Parkway)—Color, a deep vivid scarlet, shading to a bright canary yellow at the base. The petals are long and broad, forming a high, tight, rose-like center, showing the deep gold reverse of petals, a good stem, and has a fine growing habit. Height, 5 feet.
Roots \$1.50 Net

ADORABLE I. D. (Angell-Parkway)—Color, a vivid peach, shading to an orange yellow glow at the center. The petals are long and broad and gracefully twist near the tips, giving the large flowers a star-like effect. Height, 5 feet.
Roots \$1.50 Net

AGNES L. YOUNG I. D. (Young)—This is one dahlia that deserves a trial. Pleasing color of red with gold tips. The huge blossoms stand erectly on fine stems. Never droops. Agnes L. Young has carried away many blue ribbons in different parts of the country. Height, 4½ feet. Roots \$1.00

AIR MAIL (I. D.)—The color of this unusual dahlia is pink tinted with lavender. This is a true prize winner. Incidentally, she won a Certificate of Merit at Storr's Trial Ground in 1931. This dahlia is well recommended. Height, 5 feet. Roots 75c

ALYCE MARIE GALVIN (F. D.)—A beautiful white with faint tones of cameo pink on outer petals. 11 inch flower awarded Certificate of Merit at Storr's, winner of first prize at The Boston Show and Silver Medal for the best undisseminated seedling, has been one of the best attractions of The Bronx Botanical Garden, Bronx, New York, for the past two years. A free and prolific bloomer. Height, 5 feet. Roots \$1.00

AMELIA EARHART (S. C.)—Bloom, 12x6; Bush, 4 feet. This gorgeous dahlia was a consistent winner wherever shown, being awarded American Home Medals at New York and Baltimore. Color is apricot buff with salmon tints shading to soft yellow at base of petals. One might picture it as an improved Edna Ferber of large size, better stems and with more gold and less rose shadings. Roots \$1.50

AMERICA'S SWEETHEART I. D. (Nunneville)—An immense size dahlia very outstanding among the new introductions. Color is pure yellow without a particle of shading. Even the outer petals do not fade out like those in most dahlias. Many of the petals are double serrated, and curl and twist as the bloom develops. They fold back to the stem, reminding one of a huge chrysanthemum. Height, 4 feet. Plants only \$2.50

ARELDA LLOYD I. D. (Smith)—Color, a clear lemon yellow with very light rose suffusion on ends of petals with a clear yellow center, or best described as a yellow Jane Cowl, as form and bush are almost identical. Height, 6 feet. Roots \$2.00 Plants \$1.00

If you have tried to grow dahlias once and failed, try again.

AUTUMN MOON F. D. (Mad River Gardens)—This large dahlia was one of the most admired in our gardens; a consistent bloomer on good strong stems. Color, a light golden yellow with a few highlights of peach amber in some soils. Reminds one of a full September moon. Height, 5 feet.

Roots \$2.50 Plants \$1.25

BABY AGNES Cac. (Young)—The color of this dahlia is pure white. The best white it has been my lot to grow for color. Plants grow to 5 feet. Foliage, clear green which does not wilt and which insects do not trouble. With a reasonable amount of disbudding flowers grow 7½ to 8 inches.

Roots \$2.00

BETTY ZANE I. D. (Mad River Gardens)—A very large flower of deep rose pink, with a silver sheen. We believe its great quality of uniform growth and prolific blooming will make it very popular. Very much admired and favorably commented on by our visitors. Height, 4½ feet.

Roots \$2.50 Plants \$1.25

BLACK KNIGHT I. D. (Kemp)—The name of this dahlia ought to be sufficient to give you an idea of the color. Dark velvety maroon, almost black. The flowers are of great size, often up to 14 inches in diameter. Plant has a wonderful branching habit. Height, 6 feet.

Roots \$2.50 Plants \$1.25

BLUE TRAIN F. D. (Burkart)—A fine dahlia of a new color, the nearest we can describe it would be a bluish purple. The flowers average about 9 inches and are held facing sideways on good, stiff stems; a flower of ideal formation. Height, 4 feet.

Roots \$1.00

BOYCHICK I. D. (Parrella-Hulin)—Color, garnet red at centre, shading to a lighter red at the edge of petals, with silvery streaked reverse, which adds more to the beauty of the flower. Flowers can easily be grown to 10 inches in diameter or more, and stands erect on fine stems. An early and prolific bloomer. Bush grows about 5 feet tall.

Roots \$1.00

BUCKEYE KING F. D. (Peck)—A very large clear glowing amber yellow that won many prizes. The blooms which are large and of good depth are held facing sideways, on good stems, well above the foliage. Tall and very vigorous growing bush. Height, 6 feet.

Roots 50c

CALIFORNIA IDOL I. D. (Ballay)—Clear, bright, self-colored yellow. In size it ranks with the very largest, growing to 14 inches and more, with corresponding depth, and yet is an extremely refined flower in every sense. It won the American Home Achievement medal at Boston, and the Dahlia Society of California medal at San Francisco as the best undessinated three-year-old seedling. Height, 4½ feet.

Roots \$5.00 Plants \$2.50

CHAUTAUQUA REGAL F. D. (Wallace)—For resistance to poor growing conditions and to insects, this is the dahlia. The color is an unusually rich and brilliant cardinal red with reverse shaded ivory. The flowers produced are very deep and have a diameter of 10 to 12 inches. Height, 5½ feet.

Roots \$1.50

CHINESE LANTERN I. D. (Caldwell-Wickersham)—This large dahlia, we predict, will win a host of friends. A very rugged grower, with dark insect resisting leathery foliage. Won a Certificate of Merit at Storr's. Color, rose-red, or nearly scarlet-red; backs of petals orange-yellow; under artificial light it reminds you of a Large Chinese Lantern. Height, 5 feet.

Roots \$2.50 Plants \$1.25

There is a great difference between the dahlia our father used to know and the modern dahlias.

CITY OF CLEVELAND I. D. (Bissell)—This grand dahlia was very much admired by our visitors. Not only for its unusual color, but also for its perfectness and its large size blooms. Color, bright scarlet splashed with orange, with a slight blush of gold. A robust growing bush. Height, 4 feet. **Roots \$2.50 Plants \$1.25**

CALIFORNIA ROSE I. D. (Ballay)—This is a giant dahlia in every sense of the word. Color, clear bright rose of very unusual beauty. The flowers are borne on cane-like stems. The plants are clean and a very strong grower, with fine branching habits. An open bush in every respect. Height, 5 feet. **Roots \$3.75 Plants \$1.75**

CHALLENGER S. C. (Chappaqua)—A brilliant cardinal red bloom on a strong vigorous bush. A semi-cactus that is easy to grow. A clean, open grower with the best of habits. It won two firsts and a special in the recent New York show. A vase of it won first prize in the color classes over Satan. Also won a special as the most outstanding entry in the straight, incurved, or semi-cactus classes. Height, 5 feet. **Roots \$3.00 Plants \$1.50**

CHARLES G. REED (F. D.)—A rather unusual dahlia in regard to color which is Burgundy with a lighter reverse, or might be described as a purple or petunia red. The blooms which are large and composed of broad petals which always show a full center, and are held erect on the best of stems. Height, 4 feet. **Roots 50c**

CHARMER I. D. (Lloyd's Dahlia Gardens)—1936, 10-12 inches x 5 inches deep; 5-6 feet tall. Zinc orange around center, then petals of apricot yellow, blending to maize yellow. The entire flower is overlaid with a lovely sheen of apricot yellow that glistens and reflects in the sunlight. **Roots \$5.00 Plants \$2.50**

CHATTAQUA SALUTE (F. D.)—This dahlia is by far the purest white of any dahlia known to date, and a prolific bloomer. The flowers, which average between 7 and 8 inches across, literally cover the strong growing bush with blooms, giving it the effect of a huge bouquet. Height, 4½ feet. **Roots 35c**

CITY OF WELLSTON (F. D.)—This is what I believe to be the greatest flower of its coloring ever put on the market. Color, Rhodamine purple, reverse rose purple; bourne in abundant profusion from early summer until killed by frost, with centers always full and facing sideways, on the best of long stiff stems, with foliage that is very resistant to insects and heat does not bother it. Height, 5 feet. **Roots 35c**

TO GROW BETTER DAHLIAS
JOIN THE
AMERICAN DAHLIA SOCIETY
THIS IS ONE OF THE BEST
INVESTMENTS

Member of



For more information regarding a subscription write to the Secretary of the A. D. S., Mr. C. Louis Alling, 251 Court Street, West Haven, Conn.

AMERICAN DAHLIA SOCIETY,
DAHLIA SOCIETY OF MICHIGAN,
DAHLIA SOCIETY OF VIRGINIA,
CANADIAN DAHLIA SOCIETY, and
OHIO DAHLIA SOCIETY.

DWIGHT W. MORROW (I. D.)—A gigantic red dahlia that was admired by everyone who saw it. It not only has size but grace. The long, broad petals with a slight twist near the tips, the richness of its color and graceful formation, made it a winner everywhere. Height, 4½ feet. **Roots 75c**

EAGLE ROCK FANTASY (I. D.)—The blooms of this variety are not only large in size but imposing and beautiful in form and color. The flower is composed of long broad petals, tapering and tastefully notched at the tips. Clear mallow pink or violet rose with silver shadings. The habits of this one are ideal. Height, 4½ feet. **Roots 75c**

EDWARD THOMAS BEDFORD (I. D.)—A very striking dahlia of a bright cerise color with a silvery reverse, the petals of which wave in such a manner as to show the silver which gives the flower a two-tone effect. The stems are straight and strong and hold the huge flowers which can easily be grown to 10 inches or over. Height, 4½ feet. **Roots 35c**

ELEANOR ROOSEVELT F. D. (Veile & Mendham)—A sensational white dahlia of immense size. Blooms up to twelve inches across can very easily be grown, and with little effort. They are held facing sideways on long cane-like stems. Height, 4½ feet. **Roots \$2.50 Plants \$1.25**

ELISSA LANDI (F. D.)—Color is jasper blended with warm buff, giving an effect of brilliant orange. Blooms average 8 to 9 inches without forcing, on stems of long length and strength. Plant is a strong grower and foliage insect-resisting. A profuse bloomer. Height, 5 feet. **Roots \$1.50 Plants 75c**

EUGENIA BALLAY (I. D.)—This dahlia is a rich cream color. An early and a very prolific bloomer with flowers averaging 8 to 10 inches on long, strong stems. The color and general growth habits are in its favor and we consider this one of the best of the new varieties. Height, 5 feet. **Roots \$1.25**

ELLA MAY (Prentice-Dahliadel)—This dahlia offers you a good cactus dahlia with a real good stem, although at times it is an Incurved Cactus. Flowers are large and deep, with full centers, suitable for exhibition or landscape work. Color, deep crimson carmine, dark, yet rich and distinctive. Bush is a good grower. Height, 4 feet. **50c**

FRANK SERPA F. D. (Serpa-Salbach)—General effect, light amaranth pink, produced by petal tips of mallow pink that grow lighter toward the base of the petals, paling to a delicate orchid pink. This two-toned effect gives the flower a beautiful, clear, crisp appearance that makes it a real aristocrat. Holds its color well under artificial light. The blooms are very large. Height, 4 feet. **Roots \$3.50 Plants \$1.75**

FRED SPRINGER (F. D.)—Here is a new dahlia and one that will be in great demand as a border dahlia. It is a dwarf grower, growing to a height of two feet with distinct fine cut foliage with large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or hedge. **Roots 50c**

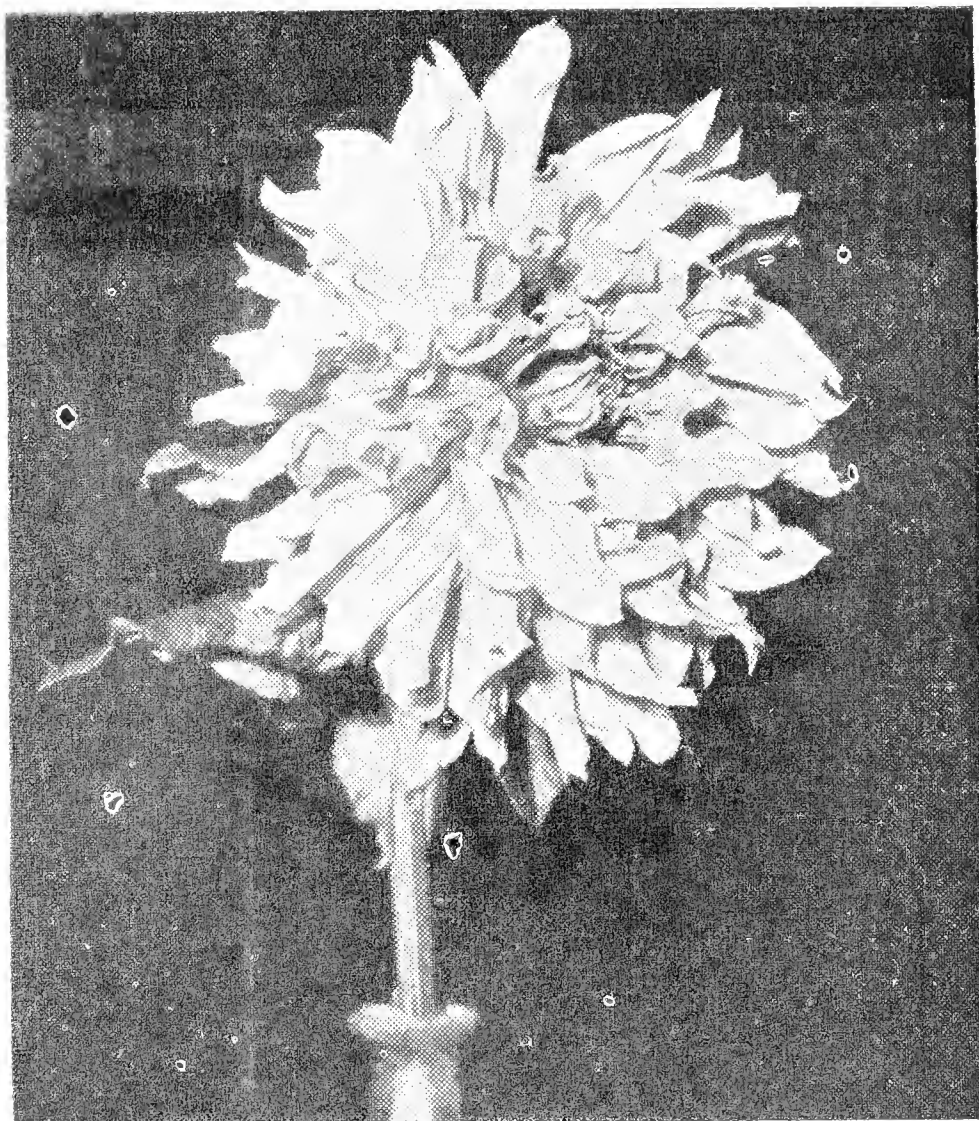
FOREST FIRE I. D. (Dahliadel)—In the bi-color classes this variety should have a wonderful future, as our interpretation of a bi-color dahlia is one having two distinct colors on the face of the petal. Forest Fire has distinct lemon yellow for about one-third the length of the petals, then shaded to rich scarlet toward the tips enhanced by clear yellow petaloids. Height, 4 to 5 feet. **Roots \$2.50 Plants \$1.25**

No flower garden is complete without dahlias.

GEORGE WASHINGTON

I. D. (Sutcliffe-Parrella)—

A great dahlia named in honor of the Father of our Country. Deep rose-pink with silver tips, but the tips are not on all petals. Large flower and a very fine formation, looks something like Sharizad, but a more refined flower. The color deepens at the base of the petals. Perfect stems and has a wonderful growing habit. A tall plant with wonderful branching habits, and a very fine dark green foliage, insect resisting. Growing this dahlia once means it will have a choice spot in your garden every year.



Roots \$5.00 Plants \$2.50

GEORGE WASHINGTON

GEORGE WASHINGTON—Photograph through the courtesy of Rev. Earl B. Moyer, Parkersburg, West Virginia. Thank you, Reverend!

A LETTER FROM REVEREND MOYER

Mr. Albert Parrella,
Bronx, New York.

November 2, 1936.

Dear Mr. Parrella:

Just had to write you and let you know how your GEORGE WASHINGTON performed for us here. The root you sent to us did not perform well on the bench; we could only take off 3 cuttings and they were late, and after that the root began to rot. We thought we had gotten a bad one. But the pictures enclosed will tell the second part of the story. It proved to be a good grower and rewarded with this superb bloom, 11 x 7 inches, on long, strong stem, a splendid keeper and a flower of a very lovely rose shade. Ours had no silver tips, but I believe it is prettier just the way it came for us. It was unquestionably one of our very best out of a large number of new ones. You have a dahlia worthy of the name it bears.

GOLDEN ECLIPSE Form. Dec. (Badetty)—Color, a clear golden yellow with slight blushes of salmon on some of the petals, shading to a bright salmon at the center. A pleasing glowing combination of Autumn colors that are exceptionally brilliant under artificial light, and the same when the sunlight strikes them in the garden. Height, 6 feet. **Roots 75c**

Try a package of my Chrysopcan seed.

VISITORS ARE WELCOME

You are cordially invited to bring along as many friends as you possibly can to my gardens at any time after August 15th and see this magnificent sight. You are under no obligation to buy, but welcomed and I will be as happy to see you as you will be to see this magnificent collection of gorgeous massive flowers in all of the colors, shades, and tints of the rainbow.

I will have over 300 varieties, most of them Honor Roll dahlias, as well as many promising seedlings, and many new ones sent by other growers for trial and that have not been released for sale as yet, as well as many new novelties.

DIRECTIONS TO MY GARDENS: By auto follow the Boston Post Road to Grace Avenue, here turn east for 500 feet, and you are in the center of my gardens.

By train: Take the N. Y. Westchester & Boston R. R. and get off at the Baychester Avenue station, from which my gardens can be seen and are less than 100 feet away, as my gardens run parallel with the railroad tracks.

We want to thank those who have sent to us Seedlings for trial this past season. Assure you we have given them the best of attention. We would appreciate receiving more of them for the coming season providing they are good. We will do all we can to put them over.

If there is any variety that you're interested in and don't find listed, write to us, we may be able to accommodate you, as we have many more varieties but only in small quantities, and that is why we have not listed them.

To grow better dahlias, we urgently request all readers and customers to subscribe to the FLOWER GROWER MAGAZINE. This is one of the finest Publications on Gardening in general, on dahlias particularly. For more information regarding a subscription write to the J. B. LYON COMPANY, (Publishers), ALBANY, NEW YORK.

GOLDEN GOBLIN (F. D.)—A huge golden ochre with broad thick flat petals that roll back toward the stem, giving it a great depth. The huge blossoms are held at a 45 degree angle on cane-like stems, well above the strong robust growing bush. Height, 4½ feet. **Roots 50c**

GRACE CURLING (S. C. - I. D.)—A charming dahlia of good size. Color, bright lilac with a trace of white at the base of petals, which are cleft, adding interest to the form. Height, 5 feet. **Roots 50c**

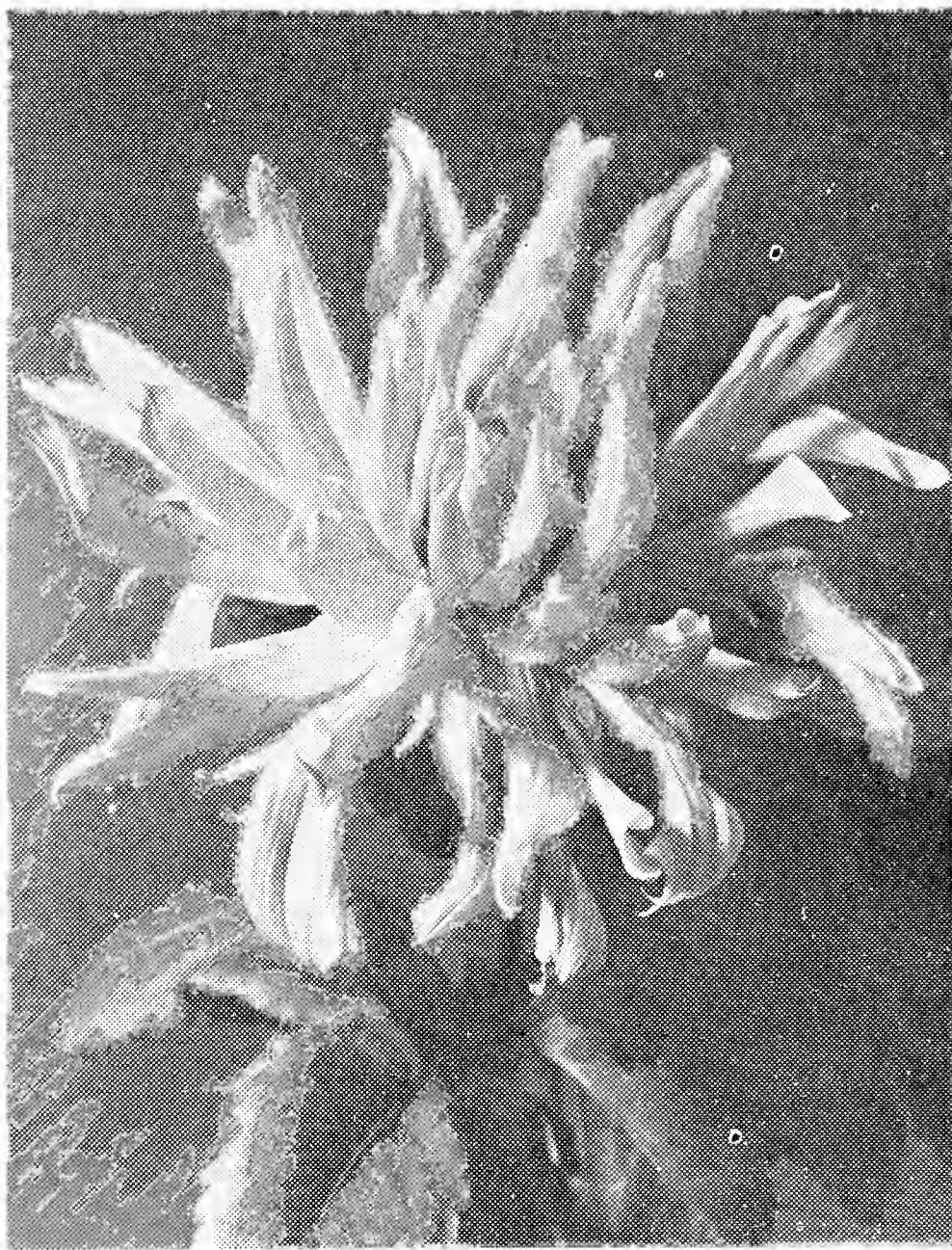
GOLDEN STANDARD S. C. (Downs)—A dahlia that was very much needed in this class. A very showy variety of large size. Color, a golden tan, blushed with tints of amber and bronze. The blooms are held facing at a forty-five degree angle, on long stiff stems, high above the foliage of the tall growing plant which averages 6 feet. **Roots \$2.50 Plants \$1.25**

Order early and you will not be disappointed.

GRAND SLAM (Hulin-Parrella)—Here is the best true to type Semi-Cactus we have ever seen and a color combination all its own, bright rose, citron yellow, and light pink. The 9 to 10 inch blooms are held well on good stems. Winner of three Sweepstakes, five firsts and a special award at four Northwest shows. You can make a **GRAND SLAM** with this beauty. Stock limited. Height, 4½ feet.

NOTE:—GRAND SLAM is on Mr. Hart's Honor Roll in the "Flower Grower Magazine," Mr. Barron's Review in the "American Home Magazine" and Mr. Eldredge's Review in the "Mid-West Dahlia News."

Roots 5.00 Plants \$2.50



GRAND SLAM

HILLCREST MANDARIN I. F. (Scott)—Here is one that is not only striking in color, but will give giant massive blooms, and continue to do so from early in the season until killed by frost. It is a strong thrifty grower, as well as rugged and vigorous. Color, Oriental Scarlet, flushed and shading to a golden yellow, with a golden yellow reverse. The petals twist and curl in a most artistic manner, giving the huge flowers size and depth. Height, 5 feet. **Roots \$1.00**

HOLLY F. D. (Parrella)—This isn't a large dahlia, but a very fine formed flower of medium size. Claret wine color shading to peach pink at the center. Flowers are facing upward with the best of stems. Well formed bush with very unusual and insect resisting foliage which resembles Holly. Height, 4 feet. **Roots \$1.00**

H. R. S. I. D. (Seal)—This huge and massive dahlia was named for Mr. Hubert Roy Stovel. The blooms are large and deep. The petals are long and broad, and twist and wave in a most enhancing manner. Color, golden yellow throughout; no other shade or tint. The flowers are held on strong stems, with insect-resistant foliage. Height, about 5 feet.

Roots \$2.00 Plants \$1.00

When better dahlias are grown, I will grow them.

HUNT'S VELVET WONDER I. D. (Hunt's-Burnett Bros.)—An Honor Roll dahlia. Another giant of great beauty. Color, bright violet burgundy. Blooms up to 15 inches. Stands erect on a fine stem, and disease resisting foliage. At the New York Show it received a Special Award of Merit. At Camden it won as Best Informal Decorative Seedling. Height, 5 feet.

Roots \$3.50 Plants \$1.75

INDIANA MOON (I. D.)—This is truly a giant dahlia with a pleasing combination of color described as flesh ochre with lines of special pink. A tall bush, fine insect resisting foliage, good branching habit, all go to make this a prize winner wherever shown. Height, 6 feet.

Roots 60c

IRENE ANDERSON (H. C.)—Huge blooms, often 10 inches across. Rosy, purplish cerise, heavily tipped white good stems. A very attractive Garden Dahlia, and showy exhibition flower. Height, 5½ feet.

Roots \$1.00

IROQUOIS SUNBEAM F. D. (Toth)—Color of this giant dahlia is delightful blend of salmon shading to rose. Early and prolific bloomer. Fine branching habits, insect-resisting foliage. Plants average 6 feet. Certificate of Merit at Storr's Trial Ground. Height, 5 feet.

Roots \$2.00

JANE COWL (I. D.)—A massive large flower with great depth that is still winning more than its share of prizes. Color, a glistening bronzy buff and gold, blending to a deeper shade at the center. Height, 6 feet.

Roots 25c

JANE DEW I. D. (Dew-Ruschmohr)—A magnificent bright pink, that was little short of being called the perfect flower. The blooms are not only large and deep, but are borne in great profusion and are boldly held facing sideways on the best of stems, well above the strong, growing bush. Plant averages 5 feet in height.

Roots \$1.25

JEAN TRIMBEE (S. C.)—This beautiful dahlia was originated in Canada, and owing to its huge size, color and petal formation, won many prizes here. Color, a rich petunia violet and many blooms close to 12 inches in width and 7 inches in depth. An unusual and outstanding variety that drew plenty of attention. Height, 5½ feet.

Roots 60c

JERSEY BEACON (F. D.)—The most spectacular of the Jersey family. Color, a bright Chinese scarlet with a buff reflex, giving it a two-toned effect. Height, 4½ feet.

Roots 25c

JERSEY BEAUTY (F. D.)—Large pure pink, on long erect stems and still in great demand as a florist flower. Good keeper. Height, 6 feet.

Roots 25c

JIM MOORE (Loller)—A dahlia worthy of space in anyone's garden. It is distinctive in form and color. The petals are long and regular, rolling back at tips, while the color is a primrose yellow shaded gold and suffused salmon. A good healthy grower. Height, 4 feet.

Roots 50c

J. K. ALEXANDER, JR. I. D. (Alexander)—Giant blooms of great depth and wonderful formation. Color, a deep scarlet with slight lines of gold on edge towards the tips. It is a large full flower with the petals closely set. They are held facing sideways on long, strong stems, with fine, large, heavy, insect-resistant foliage. Received an Award of Honor at the Georgia Experimental Station. Height, 4 to 5 feet.

Roots \$1.50

JULIA IRENE—Description on back cover.

My tubers are not forced, but grown in heavy soil.

A FREAK OF NATURE

We are aware of the fact that our stock will grow and bloom to perfection if taken care of properly, but we did not know that our stock will grow and bloom without being planted. We introduce to you our Seedling No. 4118 which we discovered in bloom July 8th, 1936. This Seedling bloomed in our store room in complete darkness on a plain wooden shelf without any moisture whatsoever. What next!



KATHLEEN NORRIS (I. D.)—Color, a true rose pink, deepening to a mallow pink, but paler in the young central petals. A flower of gigantic proportions. The petals are long, broad and overlapping with twisting ends that not only give the flower great depth, but also enhance its beauty. The huge blooms are held erect, facing sideways on cane-like stems. Height, 4 feet. **Roots 50c**

KAWEAH I. D. (Meussdorfer)—Color, a deep, clear rose cerise, center of petals shading to a rich cardinal, and when fully matured, shades lighter towards the petals to a mauve or orchid color. The blooms are giants and are held facing sideways. Height, 5 feet. **Roots \$1.00**

KING MIDAS (I. D.)—This is a gorgeous golden yellow of one tone that can easily be grown to great width and depth, and are held erect on the best of cane-like stems. Height, 4½ feet. **Roots 35c**

LADY MOYRA PONSONBY (I. D.)—This is an Honor Roll dahlia of real merit, giving a good account of itself wherever exhibited. The color is a pure glowing yellow and blooms 14 inches in diameter is not uncommon. Has a fine stem and foliage for a yellow type of variety. It is a prize winner wherever shown and deserves the best of recommendation. Height, 5 feet. **Roots \$1.00**

No business transaction is complete without both parties becoming satisfied.

LA FIESTA I. D. (Cordes-Eastman)—Deep sulphur yellow, pencilled coral red. The lacy petals curl and twist, giving the flower the appearance of a chrysanthemum. The blooms are large and are held facing sideways on long stems. The plant is a strong, robust grower, and averages about 6 feet in height. **Roots \$1.25**

LA REINA DE LOS ANGELES S. C. (Pfluger)—Color, oriental pink, with shades and tints of coral pink, the blooms averaging 7 to 8 inches and are held at a forty-five degree angle on exceptionally long stiff stems that will keep a long time when cut, making it ideal for exhibition or florist decoration. A strong, thrifty grower. Height, 5 feet. **Roots \$2.00**

LAVENDER LASS F. D. (Salbach, 1936)—Previously called "Lavender Lady." A beautiful formal decorative of very large size, elegance of form and coloring, with good growing habits. Won first as best two-year-old seedling at the California Flower Festival, 1934. Color, clear delicate lavender, shading deeper at tips of petals. A good doer everywhere, as is evidenced by a note from one of our Texas customers, who states "Lavender Lady (Lass) is beautiful beyond description." A "Best Keeper." Height, 5 feet. **\$3.50**

LOUISE BATES S. C. (Cordes-Eastman)—A very spectacular dahlia of immense size. If grown naturally the blooms will average 8 to 10 inches, and if pinched back when it shows three or four sets of leaves, and disbudded you will get blooms averaging well over 12 inches across. The color is a beautiful mellow pink, with a phlox purple center. A most prolific bloomer as well as an artistic and grand exhibition dahlia. Height, 5 feet. **Roots \$2.00**

MAJOR BOWES I. D. (Dedrich-Veile)—A magnificent geranium red that shades to a deeper red at the edge of the petal, giving the effect of an inward glow. The flower is mammoth in size and is held erect on fine stems. The bush is a very tall grower and has excellent foliage. Height, 4½ feet. **Roots \$5.00**

MARGARET WOODROW WILSON I. D. (Fisher & Masson)—Large broad-petaled flower with petals pointed and twisted. Color, opalescent pink. Stem and plant excellent. Height, 4 feet. **Roots 25c**

MARGRACE I. D. (Bissell)—We take great pride in presenting to you this prize winning dahlia. Color, brilliant scarlet, tipped and striped with gold. In hot weather the gold is not so prominent. It is a very deep flower with an exceptionally fine stem that holds the flower erect to facing. We have seen this dahlia grow at the New York Botanical Garden and we don't hesitate one bit in saying this is one grand dahlia. Height, 5½ feet. **Roots \$5.00 Plants \$2.50**

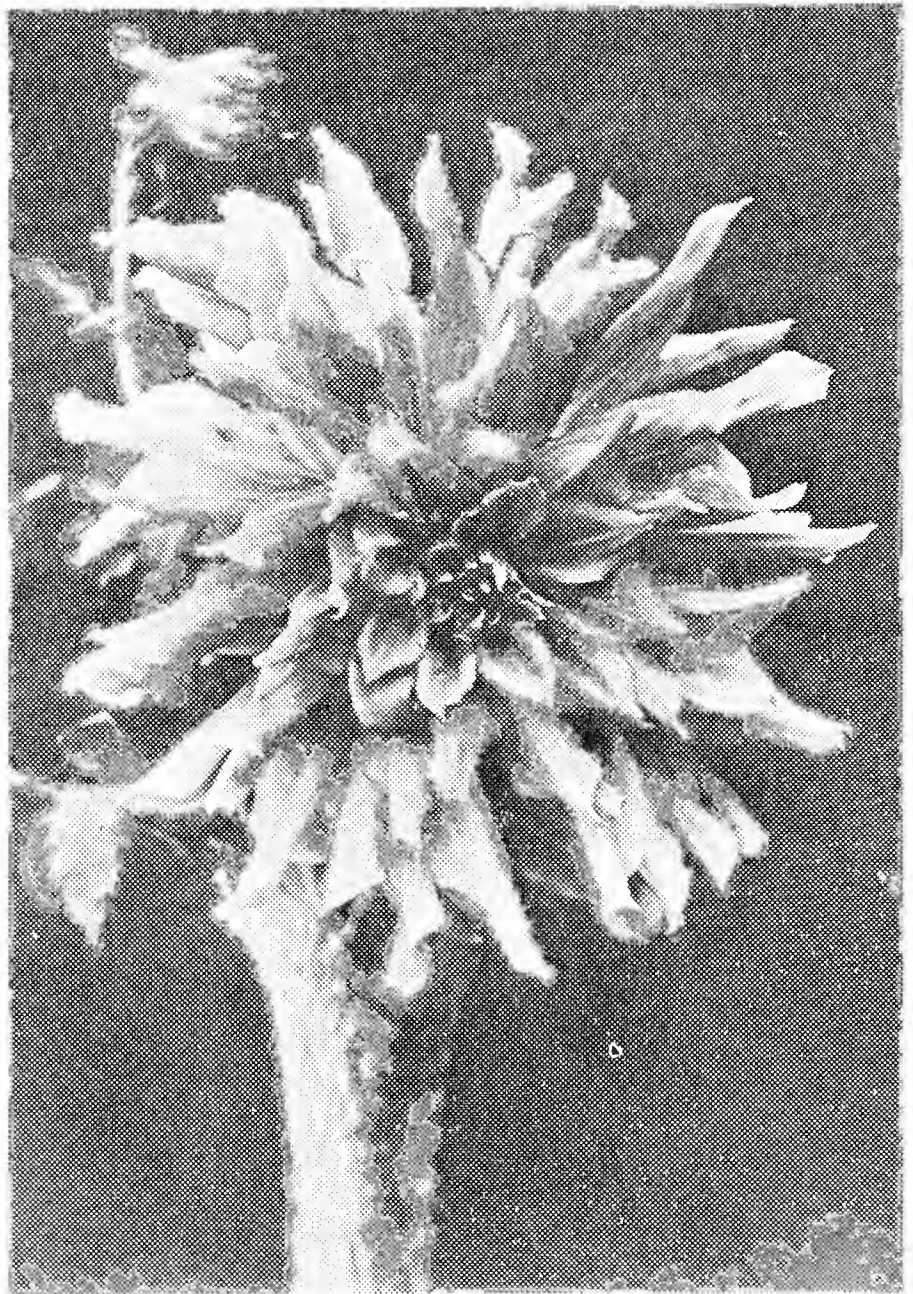
MARY RETZER S. C. (Retzer)—It is a sport of the old favorite Edna Ferber, but more vivid and beautiful color; a vivid rose pink that averages about 10 inches across and of great depth. The petals are long, wavy and curled. Blooms are held facing sideways on long, stiff stems, and will last a long time when cut. Height, 4 feet. **Plants only \$2.00**

MAY ROBSON S. C. (Chappaqua)—Here is a dahlia of real charm. A beautifully formed flower of clear bright pink, brighter in tone than Kathleen Norris. A true semi-cactus type, with strong, straight stem, which holds the flowers erect and facing. Very sturdy bush and easy grower. Height, 5 feet. **Roots \$2.50 Plants \$1.25**

MISS LONG ISLAND I. D.

(Jeffords-Parrella)—A tall grower with splendid habits and a very attractive plant. The color is bright watermelon pink. Some of the petals show tips of silver. It is a bright sparkling color and a very pleasing clean cut flower. Unusual disease and insect-resistant foliage and attractive shape. The petal of this dahlia has that rare ruffled formation which is unusual and beautiful. It is in a class by itself. If you want a garden full of blooms from beginning to the end of the season do not overlook Miss Long Island. Height, 6 to 7 feet.

Roots \$3.50 Plants \$1.75



MISS LONG ISLAND

MID WEST—The incurved cactus that should win many firsts. A cactus that has more vigor and size than any we have ever grown. The color is very near to a deep rich lavender rose of one solid color; is a very prolific bloomer; many have from four to ten nice blooms on at one time. Height, 5 feet.

Roots \$7.50 Plants \$3.75

MILTON J. CROSS I. D. (Johnson)—Named for the popular radio announcer. Beautiful coloring of apricot peach with a bright golden face. A very strong grower. The flowers easily obtain a size of 12 inches across by 8 inches in depth and are held well above the foliage by long strong stems. Winner of five medals this past year, including three American Home Achievement medals at the New York, Burholme (Philadelphia) and Camden shows. The center of attraction at the great A.D.S. dahlia show in New York City. An undefeated dahlia. The new champion. Height, 4½ feet.

Roots \$10.00 Plants \$5.00

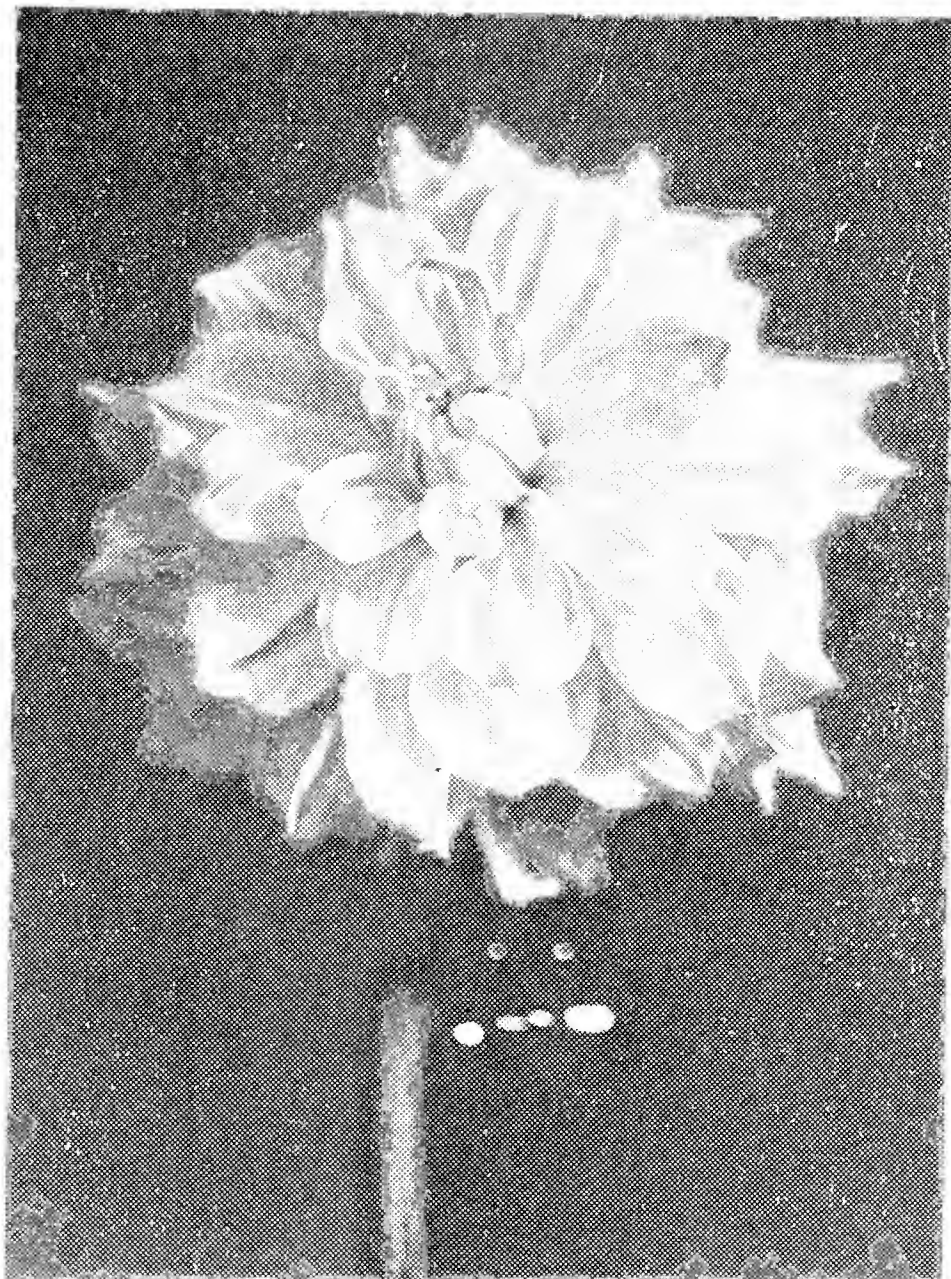
MONMOUTH SUNBURST F. D. (Kemp)—The colors of this beautiful dahlia are brilliant lemon center with salmon orange background, producing a realistic sunburst effect. The flowers, which are of good size and great depth, are held at a forty-five degree angle, on long stems. Height, 4 to 5 feet.

Roots \$1.50

The dahlias of yesterday were marvelous, dahlias of today these have surpassed with the co-operation of the growers, the progress shall last.

MOON-GLO F. D. (Parrella-Hulin)—Color lemon yellow. High center which gives it a distinct glow. A few occasional petals show a white streak along the edge which disappears as the bloom opens. A large flower on cane-like stems. An open bush and insect-resisting foliage, has all the good points of a fine dahlia. On Mr. Johnston's Revue in "House Beautiful" Magazine. Height, 4½ feet.

Roots \$3.50 Plants \$1.75



MOON-GLO

MRS. ALFRED T. BUNYARD—This splendid new formal decorative, named after the wife of one of New York's leading florists, promises to be the useful, long awaited yellow dahlia. Its deep, rich color together with perfection of type, excellent stem and attractive foliage, place it in a class by itself for the show room and for decorative purposes. It was awarded first honors in its class as an undisseminated dahlia, medium size, at the 1935 A. D. Height, 5 feet. Roots \$2.50

MRS. BRUCE COLLINS C. (Groll-Dahliadel)—Color is a primrose or light lemon yellow shading lighter toward the tips but of sufficient depth to show yellow under artificial light. It will not be in competition with Frau O. Bracht, as it is a true Cactus, and we have few in this class that grow to the size and perfection of this dahlia. Height, 4 feet. Roots \$2.00

MRS. ELLA WORTHERN I. D. (Garrity)—Excellent variety of salmon pink with narrow twisting petals. Large blooms on fine stiff stems. Winner of many prizes in all parts of the country. Lovely always. Height, 5 feet. Roots \$2.00

MRS. J. K. ALEXANDER—The best clear butter-cup yellow dahlia ever introduced. A 12-14 inch flower, free flowering, long stems, and is a REAL dahlia, a noble flower. Height, 4 feet. Roots \$1.50

If I cannot convince you, my stock will.



MRS. W. F. LORD

MRS. W. F. LORD F. D. (Pike-Parrella)—A grand dahlia from Canada. Color, a bright gold with tints of peach pink on reverse. Gold deepens to a golden orange to the center of the flower. This marvelous dahlia started its prize winning career in 1933 and continued in 1934, when it won the "Morley Mackenzie Cup" for the best seedling at the Toronto East Dahlia Society Exhibition. Also won as largest and best bloom at the 1934 Scarborough Show. A 1935 winner. The unusual formation and the fine long, wide and pointed petals, makes this dahlia very outstanding. This dahlia is on Mr. Derrill W. Hart's Honor Roll in the "Flower Grower" as well as on Mr. Johnston's Review in "House Beautiful." Also on Mr. D. O. Eldredge's Revue in the Mid-West Dahlia News. Height, 4 to 4½ feet.

Roots \$7.50 Plants \$3.75

TO GROW BETTER DAHLIAS, subscribe for the MID-WEST DAHLIA NEWS, a very fine publication, and should interest all dahlia growers. For more information, write to MR. D. O. ELDREDGE, (Editor), 170 Talmadge Street, Madison, Wisconsin.

Once a customer, means you will always be a customer.

MRS. GEORGE LE BOUTELIER I. D. (Smith-Ruschmohr)—A giant flower and, in our opinion, an improvement on Murphy's Masterpiece, and a very striking and showy plant in the garden. Color, deep crimson red. The blooms are exceptionally large and are held erect on long stems, high above the foliage of the strong, self-branching plant with heavy, disease-resistant foliage. Height, 4½ feet. **Roots \$2.50 Plants \$1.25**

MRS. L. I. HOOK (F. D.)—Here is a dahlia that is entirely different from the average run of dahlias, both in petal formation and plant growth. The color, blended shades of gorgeous purple, lighter on reverse. Beautiful large blooms with wide pointed petals. The bush is hardy, tall and positively insect resisting. Height, 5 feet. **Roots 75c**

MRS. STANLEY R. PERRY (I. D.)—The color of this great dahlia is deep orange at base of petals, chrome yellow with a slight trace of Carmine at tips of petals. Very large and beautiful blossoms on cane-like stems. Insect-resisting foliage and fine form bush. Height, 4½ feet. **Roots \$1.50**

MURPHY'S MASTERPIECE I. D. (Murphy)—This is a true gigantic dahlia and a real prize winner. Color, dark red that never burns in the hottest sun. Flowers are erect on cane-like stems. If you want to win at the Show, do not overlook this one. Height, 5 feet. **Plants only \$1.25**

MYRA HOWARD (I. D.)—The color of this dahlia being a glowing combination of saffron yellow and gold with tints of salmon. The entire effect being ochreous orange. Throughout the deep flower are petaloids which give it distinction in both form and color. A wonderful plant and thrifty grower, producing giant blooms freely on long rigid stems. Height, 6 feet. **Roots 50c**

NANCY ROBINSON (I. D.)—A cut flower dahlia par excellence and admired by all. Pure lovely pink in color. A free and consistent bloomer; wonderful for basket use, etc. Height, 4½ feet. **Roots 50c**

NANNIE SINE F. D. (Termant)—This is an unusual and beautiful flower. Color, delightful shade of rose pink. Flowers average 10 inches or more in diameter. Fine form bush, insect-resisting foliage and the best of stems. This dahlia deserves a trial. Height, 4 feet. **Roots 75c**

NATIONAL GEM (I. D.)—A fine large dahlia. Color, pink shading to rose-pink at the center. Blooms average 8 inches or more and are held erect on cane-like stems. Insect-resisting foliage. Height of plant, 4½ feet. **Roots \$1.00**

OMAR KHAYYAM (F. D.)—This much admired giant. Color, a Chinese red, at the base of petals and shading to a bright orange and tipped lighter, giving the huge blooms a wonderful soft color effect. The flowers which can easily be grown to over 10 inches in width are held erect facing sideways, well above the foliage on cane-like stems. Height, 5 to 6 feet. **Roots 50c**

ORIENTAL BEAUTY (S. C.)—This is a true pink dahlia. A good sized flower on a fine stem, and very artistically formed. The petals gracefully curl and twist, making this flower very attractive and desirable. Height, 5 feet. **Roots 50c**

The dahlias of yesterday were beautiful, the dahlias of today are divine, but the dahlias of the future no one knows.

OAKLEIGH MONARCH—Scored 86.9 at A. D. S. Trial Grounds, East Lansing, Mich., in 1935, and was one of the most outstanding new varieties on trial. We quote herewith part of official Trial Grounds report:—"Flowering habit very good. Stems, straight and strong. Substance, excellent. Keeping qualities, splendid, long lasting. Habit of plant, heavy vigorous growth, thick, densely branching. Health, excellent. Diameter of flowers, 8-11 inches; depth, 4 $\frac{1}{4}$ -7 inches. Height of plant, 4-5 feet. One of the best."



Roots \$5.00
Plants \$2.00

OAKLEIGH MONARCH

OAKLEIGH PRINCESS—Another sensational new Honor Roll Dahlia. A semi-cactus of immense size and in a beautiful new color—lemon yellow overcast scarlet red. Blooms, 8 to 12 inches in diameter, held erect on strong, stiff stems. A healthy, vigorous grower with tough, insect-resistant foliage. Oakleigh Princess is a seedling of Satan and reported by many as better than its parent. Certificate of Merit winner A. D. S. Trial Grounds, 1935, and on latest Honor Holl. Height, 4 feet. Roots \$5.00 Plants \$2.00

ORIENTAL GLORY I. F. (Swartz)—Color is cadmium orange, overlaid with scarlet; center and reverse heavily shaded scarlet, a truly beautiful color. The flowers which are large and of great depth, are held on strong stems, and in great profusion, well above the robust bush that averages about 5 feet. Roots \$1.50

PALO ALTO (S. C.)—A real giant, the color of which is clear, bright salmon, shading towards gold at the center. Stems tall and straight. Flowers are of good substance with uniform, full centers. Well recommended as a winner. Roots \$1.25

PASTEL GLOW (I. D.)—Color, white with mellow purple reverse, which shows through giving a glow of orchid-violet iridescence. The large size blooms are erect on fine stems. This is one dahlia that shouldn't be overlooked. An Honor Roll dahlia. Height, 4 feet. Roots \$1.00

Your garden won't look like it should be buried, instead it will be reborn,
if in fall, instead of dead weeds, with dahlias it is adorned.

PRINCE OF PERSIA (I. D.)—A very striking bright red exhibition dahlia of the most iridescent rich glowing crimson, the petals of which are of great depth and substance, making an unusually deep and attractive flower. Blooms of 10 inches in width can easily be attained with very little disbudding in abundance and profusion as the bush is robust. Height, 5 feet.

Roots 50c

R. A. BROOMFIELD (I. D.)—The color is a glorious saffron orange flushed with rose. Stems are stiff and strong but not clubby. They are always straight. The foliage is dark green, heavy, and of leathery appearance. The plant is a fine clean grower and makes a thrifty bush about 5 to 6 feet high.

Roots \$1.50

ROBERT E. LEE (S. C.)—The color is a bright luminous cardinal red, reverse of petals lighter that will not burn or fade in the sun. The blooms are held from facing to upward on very good stems. An exceptionally free and prolific bloomer. Height, 4½ feet.

Roots 25c

ROBERT EMMETT I. D. (Maroney-Dahliadel)—This grand dahlia is a cardinal red, with a velvet texture; the flowers are of good size and are held facing sideways on best of long stems, high aloft and well out of the dark green foliage; the bush is a good open grower and produces a great quantity of perfect blooms from August until frost. Height, 4 feet.

Roots \$1.50

ROYAL ROBE I. D. (Sigismondi-Parrella)

—Color, rich royal purple. The reverse shows a definite silver shading that in no sense is a faded color, but gives the purple a clear brightness. The huge blossoms are borne on long and cane-like stems which never droop. This is a seedling of Jane Cowl, and like the original parent, it is a tall growing bush with a fine foliage, insect-resisting. This particular variety never shows a center. Height, 5 feet.

Roots \$3.50 Plants \$1.75

ROYAL ROBE—Photograph through the courtesy of Rev. Earl B. Moyer, Parkersburg, West Virginia. Rev. Moyer not only knows how to grow good dahlias, but also knows how to take a fine photograph. Thank you, Reverend!



ROYAL ROBE

The more you do for the dahlia in the growing season, the more the dahlia will do for you in the blooming season.

ROYAL PURCHASE I. C. (Nunneville)—Color, a deep straw yellow; outer petals suffused pink. The petals are long and slender, twist and turn, giving the huge flowers a most pleasing effect. The blooms average 10 inches and over and are held facing sideways on very long, straight, stiff stems, high and above the foliage. I predict a great future for this dahlia. The plant is a strong, vigorous grower and blooms will last a long time when cut; a great exhibition dahlia. Height, 5 feet. **Roots \$7.50 Plants \$3.75**

ROYAL SALUTE—Here is one of the best new Inf. Decoratives we have grown. Was also a seedling grown by an amateur. The plant is strong and sturdy, tall growing. The blooms are huge, rich red in color, with tiny white petaloids all through the blooms, deep down. Every bloom is perfect on perfect stems. You won't go wrong on this. It's a good bulb producer and good keeper. **Roots \$5.00 Plants \$2.50**

RUDY VALLEE (S. C.)—A very pleasing flower to look upon and one that attracts instant attention in the garden. When the flower first opens it is chrome yellow at the center, graduating to grenadine red as it opens. When fully expanded the flower is a grenadine orange red. Medium height plants of vigorous habit, slender strong stems, fine, clean foliage. **Roots 75c**

SALEM PRIDE (F. D.)—Color, reddish violet, suffused, streaked and lightly tipped white. Try and picture a dahlia with this coloring. Blooms up to 10 inches in width and 4 inches in depth. Can very easily be grown with very little attention. Height, 4 feet. **Roots 35c**

SALLY B I. D. (Almy)—A most beautiful pink and a seedling of Kathleen Norris. The bush is taller than its parent and the blooms are better keepers. Rather flat in formation but deep enough to make a fine large flower; 10 to 12 inches is not uncommon. Height, 4½ feet. **Roots \$1.00**

SARAH JANE I. D. (Galvin)—A fine clear yellow dahlia. A 9 inch, well formed flower on cane-like stem. The petals are mitered and curved at the tips, giving this flower a very artistic appearance. Scored 83 at Storr's. No garden is complete without it. Height, 5 feet. **Roots \$2.00**

SATAN (S. C.)—Here is one that should be in every garden. Color, a flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems! The blooms regularly measure from 10 to 12 inches in diameter and 6 inches in depth, and the long horn-like petals so perfectly rolled and incurved give rare form and character to a flower of unusual brilliancy. Height, 5 to 6 feet. **Roots 75c**

SHAHRAZAD (I. D.)—Described by the originators as a deep pink Jane Cowl, and early and very prolific bloomer. The blooms are of great size and substance as well as depth. The large blooms are held erect on long, strong cane-like stems, well above the strong, vigorous bush with leathery insect-resistant foliage. Height, 5 feet. **Roots 50c**

SPINNING WHEEL I. D. (Robens)—A bi-color, deep cardinal red, white tips reverse side white runs nearly entire length of petals. At Ohio Dahlia Society Show in Cleveland 1934, Spinning Wheel won first as best undis-seminated dahlias in Informal Decorative class, in very keen competition. When fully developed the petals twist in such a manner as to give one the impression that the blooms are spinning; therefore the name Spinning Wheel. Very free from insects, strong stems. Height, 4 feet. **Roots \$5.00 Plants \$2.50**

Let the gorgeous dahlia blooms be the Good Will Ambassador to your loved ones.

SONNY BOY I. D. (Nunneville)—This giant dahlia is of old rose, slightly striped and tinged old gold, and attains great size in the open field, and we can highly recommend it as a very hardy variety. The huge blooms, which are also of great depth, are held facing sideways on long sturdy stems. Height, about 4 feet. **Roots \$1.50**

SALEM STREAMLINE—Informal decorative that has about everything a good dahlia should have—substance, size, stem, color—old rose suffused with carmine rose; unusually high center and petals fold almost back to the stem. A genuine streamlined dahlia. Shown once at Chicago, winning first. **Roots \$7.50 Plants \$3.75**

SPOTLIGHT (Hulin)—A new Informal Decorative of a most delightful color. Sulphur yellow shading, lighter at the tips and nearly white reverse. Petals curl in a most pleasing and fascinating manner. Winner of American Home Achievement Medal at Seattle in a strong class, also at the show of the Washington State Dahlia Society of Tacoma. It won first and sweepstakes. Height, 4 feet. **Roots \$2.00**

STAR OF BETHLEHEM (S. C.)—Flowers are pure white with fine pointed petals, with a large, high tight center. The blooms are large and of good depth, but needs heavy disbudding and pruning for exhibition blooms, as it is a very free and prolific bloomer. The bush is always covered with blooms which have the shape and appearance of huge stars. Height, 4½ feet. **Roots 75c**

SULTAN OF HILLCREST F. D. (Scott)—A large flower of unique form, color, lemon yellow, with reverse of rosy pink, the outer petals recurving towards the stems, giving the flower an unusual color effect. The huge flowers are held on good, strong stems, well above the heavy, dark green foliage. The bush is a strong, vigorous grower and the blooms are borne in great profusion. Height, 4½ feet. **Roots \$1.50**

THE COMMODORE (I. D.)—A nice clean growing, bright lemon yellow. Won American Home Achievement Medal and A. D. S. Certificate. Petals large, centers full with flowers of loose and open formation. Good stem, and a very large size flower. **Roots 35c**

THE FIREMAN I. D. (Success)—A striking cardinal red, with golden flushes and golden tips. The petals are long and wavy, and twist gracefully near the tips. The flowers are large and are held facing sideways on long, stiff, sturdy stems, well above the dark green foliage. It is not only an early bloomer, but a very prolific bloomer as well; plant a strong thrifty grower. Height, about 6 feet. **Roots \$1.50**

THE OLYMPIAN—This dahlia can easily be grown to 12 inches across and 6 to 7 inches in depth. Bright orange red in color. Extra long clean stems that can be cut 4 feet long. Very free bloomer. Tall plants. Late blooms show a pollen center, but those are fine for cutting as it is a good keeper in water. We grew blooms in field culture last season that were 14 inches across and as perfect as it is possible for a dahlia to be, and that is saying a lot. **Roots \$3.00 Plants \$1.50**

THE OREGONIAN (I. D.)—The dahlia with a golden sheen. One of the really big ones—it's easy to grow blooms 11 to 12 inches across, upright on stems as stiff as a rod. One of those big bronzy dahlias deeper in color than most of them. Color is rich golden bronze with rose reverse and we have never had an imperfect bloom. A fine keeper when cut and last well on the plant. The blooms are almost as great in depth as in diameter. An informal decorative that is hard to beat. **Roots \$3.00 Plants \$1.50**

TOWER'S EMPIRE — The Super Dahlia of 1935

PHOTOGRAPH (Courtesy of the New York Botanical Garden Society)



TOWER'S EMPIRE I. D. (Tower-Parrella)—Immense blossoms of a clear gold with a deep amber shading at the center, on the best of stems. Blossoms can be grown to a very large diameter. This variety has a wonderful branching habit. Height of plants average about 8 feet. Unusual and insect-resisting foliage. This dahlia deserves a place in the best of gardens.

Roots \$3.50 Plants \$1.75

Schenectady, New York,
September 24th, 1936.

Dear Sir:

It gives me great pleasure at this time to let you know how Tower's Empire grew for me. This dahlia grew better than any of my 75 varieties I have in my back yard. I had four blooms at one time, the bush was 6 feet in height, the bloom measured 12 inches. If it was forced I believed it could be grown 14 to 16 inches. This variety has a wonderful branching habit also.

I am going to start next year in raising seedlings myself. If there is any information you can give me, I will appreciate it, and do hope I will be able to get one as good as Tower's Empire. Hoping to hear from you.

If you have never tried my Dahlia Seeds before, try now and be convinced.

THOMAS EDISON (F. D.)—A gorgeous royal purple dahlia with a sheen of velvet. The flower is of staghorn formation which adds greatly to its beauty. Blooms with great profusion from early to late. The low growing bush is always covered with blooms which are held erect on the best of stems, well above the dark green insect-resistant foliage. **Roots 35c**

TWILIGHT (I. D.)—Creamy yellow, suffused with soft pink. The large blooms are set squarely on top of long stiff stems. The most lasting cut flower dahlia. On the Northwest Honor Roll. **Roots 75c**

TOWER'S TAWNEY I. D. (Tower-Parrella)—If you are interested in something different, "this is the dahlia." Very unusual in color and form. The color is ochraceous buff, tawney and Pompeian red, yellow toward base. Magenta reverse. The petals are twisted and lay in such shape as to resemble a marcelle or permanent wave. Different shape from anything I've seen. The beautiful large blossoms are erect on fine stems. Medium and well formed bush, fine foliage and has good branching habits. Height, 4 feet. **Roots \$3.00 Plants \$1.50**

TUXEDO I. D. (Cackener-Parkway)—Color, a mauve pink, flushed salmon and lavender. The petals, which are long and broad, taper slightly at the points and are very thick and of a wax-like texture. The center petals stand out straight, forming a very high pointed center. In many ways, the whole formation is like that of a huge water lily. Height, 4½ feet. **Roots \$1.25**

VIN WELL BLUEBIRD (Blamer-Parrella)—Formal Decorative—10x5—5 foot bush. A large blue purple which can be grown very large for exhibition or grown commercially is very prolific. 12 to 15 seven inch bloom not unusual. Stem straight and strong. Never tips. **Roots \$2.50**

VIN WELL FAIRY I. D. (Blamer)—Color, a pure white and one of the best white dahlias we have grown. This particular variety stands all kinds of abuse of the elements, and especially the hot weather. It does not bruise or burn. Size of blossom averages 8 x 4 inches. Height of bush, about 5 feet. A fine clean bush and insect-resisting foliage. **Roots 75c**

VIN WELL TITIAN I. D. (Blamer-Parrella)—In introducing this fine dahlia we are giving the exact description received from the Michigan Trial Grounds: **VIN WELL TITIAN**.—Informal Decoration—Entered by Mr. H. M. Blamer, Wellston, Ohio. (83.5) Treasure Island x Jane Cowl. Color, autumn; technical color description. Lemon-yellow, lightly tinted coral red, reverse more heavily tinted. Flowering habit, very good. Date of first bloom, August 5th. Substance, good. Stem, 4¼-16¼ inches, strong, stiff, somewhat bowed; flowers, half facing. Habit of plant, strong, vigorous, heavily branching. Health, excellent. Diameter of flower, 7½-11 inches; depth, 3½-5¼ inches. Height of plant, 4½-5½ feet; spread, 2½-4 feet. (A very large flower.) **Roots \$5.00 Plants \$2.50**

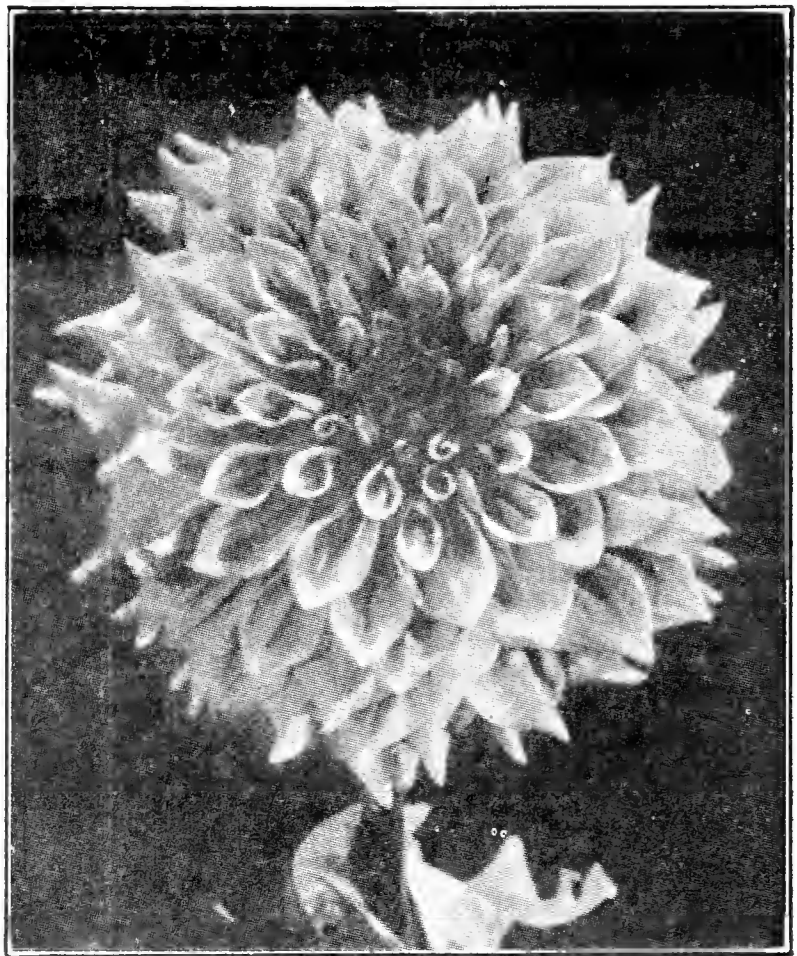
W. J. IRWIN (I. D.)—Color, deep pink. Immense flower on cane-like stem. A wonderful producer. Height, 3½ feet. **Roots 25c**

WHITE WONDER (I. D.)—Bloom, 11x7. A pure white dahlia. The giant blooms are well formed with long pointed, twisted and curled petals. Gives the flower a light fluffy appearance. This dahlia comes to us as a cross of Fort Monmouth and Ida Perkins. On Mr. Hart's Honor Roll. Height, 5 feet. **Roots 50c**

WILLIAM J. RATHGEBER (I. D.)—Color, deep Tyrian rose, suffused with a soft translucent glow. The petals are long and broad, with a slight wave near the tips of the outer petals. Exhibition blossoms of 10 to 12 inches in diameter and of great depth can be attained with a minimum of disbudding. The stems supporting the huge blossoms are exceptionally long, straight and sturdy, and hold the flower at a 45 degree angle, well above the medium tall robust bush. **Plants only \$1.00**

WENOKA F. D.
(Hulin-Parrella)

A huge decorative of a solid Rosy Mauve or deep magenta. This is the flower that caused such a sensation at East Lansing trial gardens where it won a certificate with a score of 88, only one variety scoring higher. On two honor rolls this year and this is what Mr. Hart says about it: "One of those large perfect dahlias that makes dahlia growing look so easy. A true formal type that will be a sure winner in these classes. One of the best new dahlias on the West Coast and also outstanding at East Lansing and the New York Botanical Garden. The color is a shade lighter than American Beauty Rose. For perfection of bloom, true type and splendid growing habits this dahlia has made a fine impression."



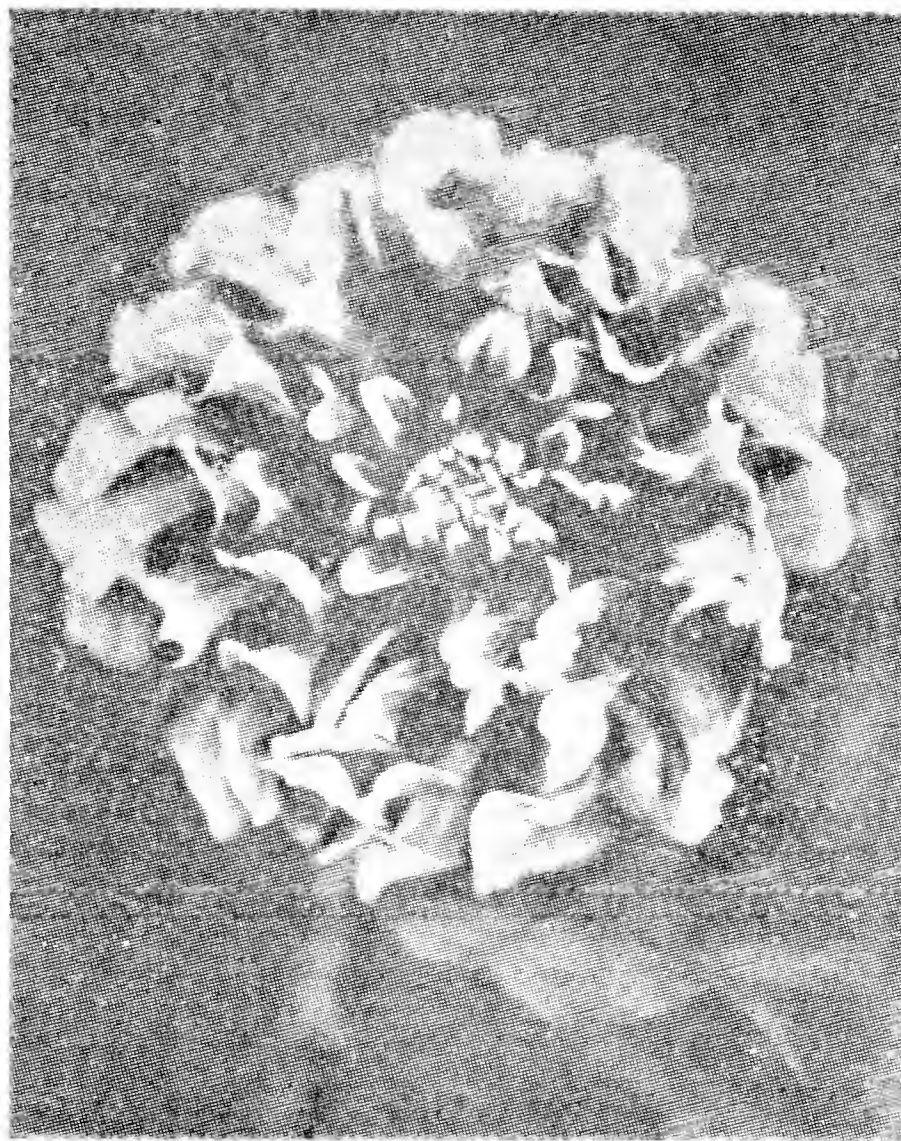
Roots \$5.00 Plants \$2.50

WENOKA

**TEN BRIEF SUGGESTIONS TO THE AMATEUR ON HOW TO GROW
BETTER DAHLIAS**

1. Select easily grown varieties and those giving full satisfaction.
2. Prepare the selected planting spot well and place the supporting stake.
3. Dig a hole, next to the stake, about 10 inches in diameter and 7 to 8 inches deep, and place one handful of bonemeal in the hole, or any other recommended fertilizer and mix thoroughly with the soil before planting.
4. Place roots in flat position with the sprout or "eye" facing upwards. Cover lightly with about 2 inches of soil. In doing this be careful not to damage the sprout. As the plant grows, fill around the stem with soil.
5. Do not plant too early. At times, too early planting spoils good roots. I would suggest planting from June 1st on, except in climates where a short growing season is prevalent. In that case use your own judgment.
6. Keep the soil well cultivated throughout the season, and prevent weeds from outgrowing the plant.
7. Water plants during hot weather at least once a week. Do not merely sprinkle them, but soak them. This must be done after sundown.
8. Tie the plant to the supportive stake with soft cord, at distance of 12 inches apart. This is done as an added security against destruction by wind and storm. Spray with any reliable parasiticide at least once every two weeks.
9. About August 1st, scatter, a handful of bonemeal about 6 inches around the stem and rake it gently into the soil. Other fertilizers may be used if desired. Do not use excessive amounts of fertilizer as injury to the roots will result.
10. About August 15th, the same treatment as above is applied. Disbudding at this time aids in the formation of bigger and better flowers and longer stems. This should insure good results. If any other information is desirable, I will gladly forward you the same.

YOUTH I. D. (Parrella-Hulin)—A gorgeous Bi-Color of medium size. Color, American beauty, shading to magenta toward the center, tipped white. Outstanding in every respect, unusual formation and resembles a water lily. A fine commercial variety, has a wonderful keeping quality. In fact, six blooms that were cut on October 6th, 1935, to be displayed at the Danbury Fair lasted until the following Saturday, October the 12th. Seven days elapsed and the blooms looked as if they had just been cut from the plant. Another characteristic, this dahlia closes up tight in the evening, just like a pond lily would. (A word about the name.)



YOUTH

This dahlia was selected and named by Mrs. Almeron Smith, New York State President of the Federation of Women's Clubs, in Honor of the Junior Federation, and to that effect, has been named **YOUTH**. Height, 5 feet. ---

Roots \$3.50 Plants \$1.75

SPECIAL COMBINATION OFFERS

As an introduction of my stock these offers are all special, and all made up from A No. 1 Stock. No substitute, but I reserve the right to refund you the money back if I am sold out. First come, first served! One healthy root each of the following:

No. 1 (a)

| | |
|----------------------------|--------|
| Tower's Empire | \$3.50 |
| Miss Long Island | 3.50 |
| Mrs. W. F. Lord | 7.50 |
| Hunt's Velvet Wonder | 3.50 |
| Oakleigh Monarch | 5.00 |
| Mrs. Ella Worthern | 2.00 |

One root each of the above combination, regular value, \$25.00, for \$15.00.

No. 2 (a)

| | |
|----------------------------|--------|
| Tower's Empire | \$1.75 |
| Miss Long Island | 1.75 |
| Mrs. W. F. Lord | 3.75 |
| Hunt's Velvet Wonder | 1.75 |
| Weneka | 2.50 |
| Mrs. Ella Worthern | 1.00 |

One plant each of the above combination, regular value, \$12.50, for \$7.50.

No. 3 (a)—For \$4.00 we will send you twelve roots, all named and labeled. My own selection, all different, no two alike. Catalog value at least \$8.00.

No. 4 (a)—For \$2.00 we will send you ten roots, all named and labeled, all different, no two alike. Catalog value at least double.

No. 5 (a)—For \$1.50 we will send you six roots, all named and labeled. My own selection, all different, no two alike. Catalog value at least \$3.00.

NOTE:—To avoid disappointment order early. Stock limited on some varieties.

The Marvelous Dahlia is Not Only a Man's Flower—A Lady's as Well.

"SUPER DAHLIA SEED"

Have you been looking for an outstanding dahlia, that you would like to name after yourself, or some beloved friend? If you have, then I have the seed from which these beauties can be raised, as can be attested to by the many visitors to my gardens the past season.

My seed is hand picked and selected from over 300 varieties of Honor Roll dahlias, in my gardens, and it is for this reason, and this reason only, that I can give the following GUARANTEE, that more than 50% of these will show full, double and tight centers, and that among these you will get some that are as good, if not better, than any outstanding variety you have in your garden, no matter what they are.

Price 50 Seeds \$3.00

100 Seeds \$5.00

FURTHER PROOF OF OUR RELIABILITY

South Richmond, Virginia,

Dear Mr. Parrella:

You were kind enough to send me a second lot of fifty dahlia seeds when my first lot failed to mature. Now I would like to tell you how I appreciate your fine way of doing business and also about the sixteen dahlias I did raise, any one of which would have cost twice the amount of the seeds plus the labor had the tuber been purchased from a grower.

Eleven of the sixteen bloomed—all were fully double and the very smallest was more than eight inches across pure white and I believe perfect in form; the largest bloom was a giant bronze and the neighborhood sensation. Few people really believed they were from the seed.

All the blooms were a different color except two that were painted a beautiful salmon pink. The ones that were planted too late to bloom before the frost killed the tops, I cut back and covered the hills with straw, and when they were dug just before the ground froze you would have been surprised how large the tubers were; so I am sure they will bloom this sason. Thank you again.

MRS. M.

TOWERS EMPIRE was a great surprise to us; we expected it to be good, but were led to believe that it was unusually tall and late in bloom. It was better than good! It was extra good in all ways, habit of growth, stems, blooms, keeping qualities—in fact, we did not find a single flaw in it. Under our methods of growth it was very uniformly about 5½ feet tall, an open grower, needed no pruning, came into bloom early and kept on producing magnificent blooms until cut down by frost last Tuesday, October 27th. We cut more blooms of Tower's Empire than of any other single dahlia. The dahlia world had not heard enough about this fine flower, every garden needs it.

Very sincerely yours,

EARL B. MOYER.

54 West St., Moncton, N. B., Canada,
April 16th, 1936.

Dear Sir:

I am writing at this late date to thank you for the extra dahlia tuber you sent me last year with my order, namely, Alyce Marie Galvin. The dahlia tubers I received were the best I grew last year and I was more than pleased.

Hagerstown, Maryland.

Dear Sir:

Roots I received from you this spring all doing fine. Thanks for the extras.

ORDER BLANK

PARRELLA DAHLIA GARDENS

3380 ELY AVENUE

BRONX, N. Y.

Tel. EStabrook 8-3490

Mr.

Mrs.

Name Miss.....

Address _____

City _____ State _____

When Wanted _____

Ship via _____ Amt. Enclosed _____

[illegible]

Please make Check or Money Order payable to Albert Parrella

MEMORANDUM

CHRYSTOPCAN

THE BEAUTIFUL FLOWER

—o—

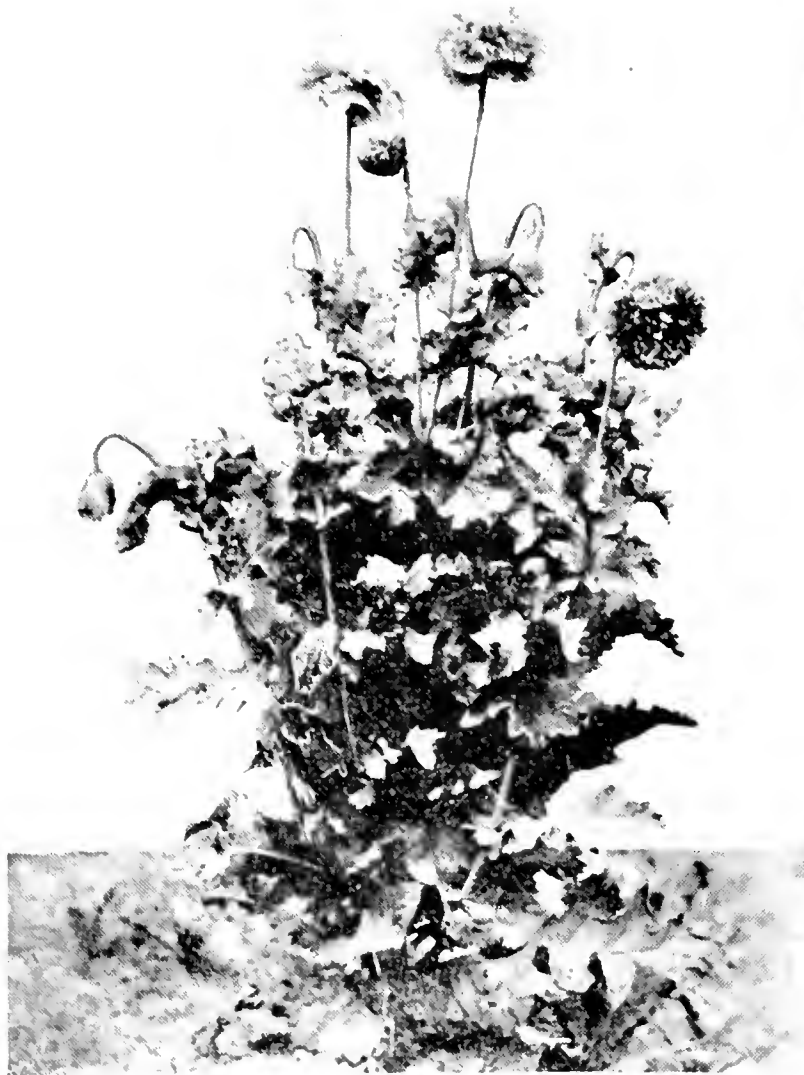
SEEDS

... Combination Package 59c

Special combination consisting of the double amount of seed, and varieties, \$1.00.

The CHRYSTOPCAN is a very robust plant and grows on the style of a dwarf dahlia plant, but does not need any stake to support it.

CHRYSTOPCANS begin to bloom about June 15th and keep on sending out beautiful blooms until the latter part of July.



This picture shows a chrysopopean plant in bloom. Note the sturdiness and vigor of this plant, also the stem that holds the flowers erect. Note the size and shape of flowers on plant, which was 4 feet high, also the foliage.

CHRYSTOPCAN DESCRIPTION

Twelve years of careful cultivation has been necessary to bring this beautiful flower to its present high state of perfection. The word beautiful does not describe it. One must see it bloom to really appreciate its rare beauty. Your imagination would need to run riot to gain any idea of the colors and tints.

The flower resembles in many ways the Chrysanthemum, Poppy, Carnation, and some have the shape of Dahlia, so it might be truly said that it is a combination of all these favorites.

The plant attains a height of from 2 to 4 feet. It has long graceful stems and handsome green foliage, forming an attractive bush. Each plant yields from ten to fifteen large and full flowers. One plant last year yielded 27 perfect flowers.

A chemist would probably analyze CHRYSTOPCAN to be composed of the following strains, Poppy, 75 per cent; Carnation, 10 per cent; Chrysanthemum, 10 per cent; Dahlia, 5 per cent; with some plants varying slightly one way or the other.

Most of these flowers are three to four inches in diameter. The petals are of imposing effect. Some are broad, resembling ruffled satin, which others are silky, curly and fringed. The formations are of great beauty, and it is impossible to give an accurate detailed description. Each flower has an attractiveness all its own.

Colors produced to date are: Ashes of Rose, Chinese Red, Pink, Fuchsia, Red, Lavender, Mauve, White, Pink Tipped, White and Scarlet with Light Stripes.

To grow Chrysopopean once means it will always have a choice spot in your garden.

DAHLIA SOCIETY OF GEORGIA

AWARD OF HONOR

Awarded to Albert Parrella Dahlia Garden,
Bronx, N.Y.

For the Advancement of Better Dahlias in Georgia through the contribution of the
Julia Irene Variety which

has proven outstanding under the environment of Georgia in the
Dahlia Variety Test conducted by the Georgia Experiment
Station and the Dahlia Society of Georgia in the year of 1936.



H.P. Stuckey

Director, Georgia Experiment Station

E.J. Mayo

President, Dahlia Society of Georgia

B.E. Phillips

Chairman, Committee of Awards

A similar AWARD OF HONOR was also given to the following varieties, namely: MRS. JAMES ROOSEVELT, TOWER'S EMPIRE and J. K. ALEXANDER, JR.

JULIA IRENE I.D. (Parrella) Color, in effect pink but in more details is a rose-pink with pencilings, or streaks, of deep rose. Blooms of immense size with petals flaring wide open and turning to back as the bloom grows older. Stems stiff as cane holding huge bloom facing well above the foliage. Plant, vigorous. Foliage, abundant and healthy. Julia Irene is a grand dahlia in every respect; for size, beauty, and quantity, it cannot be beaten. This is one dahlia that has come to stay. If you want a garden full of beautiful blooms, grow Julia Irene this coming season. Julia Irene is a Seedling of Kathleen Norris, but a finer grower and will produce three times as many blooms as the original parent. We are quoting the exact words received from Mr. D. D. Long of the GEORGIA EXPERIMENTAL STATION, "This variety is especially recommended for trial by those who found the Kathleen Norris variety difficult to grow in their respective garden." Height of plant, 6 to 7 feet.

Roots \$10.00 Plants \$5.00